



N E V A D A

AGENDA

Regular Meeting

Convention and Tourism Authority

Monday, June 17, 2024 • 6:00 PM

Members

- Albert Torres - Chair
- Felicity Zoberski - Board Member
- Stan Lau - Board Member
- Fran McKay - Board Member
- Ryan Hanan - Board Member

Fernley City Council Chambers, 595 Silver Lace Boulevard, Fernley, NV 89408

Zoom information:

Please click the following link to join the webinar: https://us02web.zoom.us/j/82966343247, or one tap\_mobile: 12532158782, Dial: 669 900 9128, Webinar ID: 829 6634 3247

Public Notice: This agenda has been physically posted in compliance with 241.020 at Fernley City Hall, 595 Silver Lace Blvd. In addition, this agenda has been electronically posted in compliance with NRS 241.020(3) at www.cityoffernley.org and NRS 232.2175 at https://notice.nv.gov/ To obtain further documentation regarding posting, please contact the City Clerk’s Office at (775) 784-9830 or cityclerk@cityoffernley.org

Public Comment: Those wishing to address the FCTA Board may submit public comment through the online public comment form, or by sending an email to cityclerk@cityoffernley.org. Comments received prior to 4:00 pm the day of the meeting will be provided to the Board and added to the record but will not be read during the live meeting. Public comments received after 4 pm the day of the meeting will be included in the record but may not reach board members before action is taken. Public comment, whether on action items or public comment, is limited to three (3) minutes per person. Unused time may not be reserved by the speaker, nor allocated to another speaker. The public may comment on any matter that is not specifically included on an agenda as an action item or comment on a specific agenda item. Items not included on the agenda cannot be acted upon other than to place them on a future agenda. Additionally, if you wish you can comment in person at the meeting or use the Raise your Hand feature in Zoom (\*9 if you are participating via phone).

Accommodations: The FCTA Board and staff will make reasonable efforts to assist and accommodate individuals with disabilities desiring to attend the meeting. Please contact the City Clerk’s Office at (775) 784-9830 in advance so that arrangements can be made.

Supporting Material: Staff reports and supporting material for the meeting are available at the City Clerk’s Office, and on the City’s website at www.cityoffernley.org Pursuant to NRS 241.020(6), supporting material is made available to the general public at the same time it is provided to the FCTA Board.

Order of Business: The presiding officer shall determine the order of the agenda. The FCTA Board may combine two or more agenda items for consideration; remove an item from the agenda; or delay discussion relating to an item on the agenda at any time. All items are action items unless otherwise noted. Items scheduled to be heard at a specific time will be heard no earlier than the stated time but may be heard later.

**1. INTRODUCTORY ITEMS**

- 1.1. Pledge of Allegiance**
- 1.2. Roll Call**
- 1.3. Public Forum**
- 1.4. (For Possible Action) Approval of Agenda**
- 1.5. (Possible Action) Approval of Minutes**

**2. REPORTS BY STAFF AND BOARD MEMBERS**

**3. FY2023-24 BUDGET/EXPENDITURES REPORT**

- 3.1. FY23-2024 Budget Expenditures Report**

**4. POSSIBLE ACTION, REVIEW, AND DISCUSSION ON FCTA GRANT APPLICATION REQUESTS SUBMITTED FOR FY2024/2025 ROUND ONE, JULY-DECEMBER GRANT CYCLE.**

**4.1. Grant Application Submissions**

- 1. NV Veterans Coalition Wreaths Across America**
- 2. Fernley BMX**
- 3. Fern 45 Patriot Poker Run**
- 4. Fernley Junior Rodeo**
- 5. 4th of July Committee 4th of July**
- 6. AYSO Area 2E Area Games**
- 7. Fernley Community Foundation Fernstock 2024**
- 8. Fernley Chamber Celebrating Fernley**
- 9. Main St Fernley Main Street Winter Tree Wonderland**
- 10. Sacred Visions Pow Wow Committee 13th Annual Sacred Visions Pow Wow**
- 11. OTMX NV International OTMX Race**

**5. ITEMS REQUESTED BY BOARD MEMBERS**

**6. ADDRESS REQUEST(S) FOR FUTURE AGENDA ITEMS**

**7. PUBLIC FORUM**

**8. ADJOURNMENT**

**Next Meeting: December 9th @ 6pm**

**MINUTES OF THE  
FERNLEY CONVENTION AND TOURISM AUTHORITY MEETING  
DECEMBER 11, 2023**

**1. INTRODUCTORY ITEMS**

**1.1. Pledge of Allegiance**

**1.2. Roll Call**

**Present:** Chair Albert Torres, Board Member Felicity Zobernski, Board Member Stan Lau, Board Member Fran McKay, Board Member Ryan Hanan, City Manager Ben Marchant, City Clerk Kim Swanson, Administrative Specialist I Sandy Harris.

**1.3. Public Forum**

None

**1.4. (For Possible Action) Approval of Agenda**

**Motion:** I MOVE TO APPROVE THE AGENDA. **Action:** Approved. **Moved by:** Board Member Stan Lau, **Seconded by:** Board Member Ryan Hanan. **Vote:** Passed, **Summary:** Yes 5. **Yes:** Board Member McKay, Board Member Zobernski, Board Member Lau, Chair Torres, Board Member Hanan.

**1.5. (Possible Action) Approval of Minutes**

**Motion:** I MOVE TO APPROVE THE MINUTES. **Action:** Approved. **Moved by:** Board Member Felicity Zobernski, **Seconded by:** Board Member Ryan Hanan. **Vote:** Passed, **Summary:** Yes 5. **Yes:** Board Member McKay, Board Member Zobernski, Board Member Lau, Chair Torres, Board Member Hanan.

**2. REPORTS BY STAFF AND BOARD MEMBERS**

None

**3. FY2023-24 BUDGET EXPENDITURES REPORT 11/2023**

**3.1. FY2023-24 Budget/Expenditures Report 11.30.2023**

Ben Marchant, City Manager, reported that year-to-date expenditures are \$21,640.00 out of the budget of \$2,152,000.00. Total reimbursements that have not been submitted total \$31,666. The submittal time deadline is January 31, 2024, and there is \$1,000.00 that will not be submitted for reimbursement because the poker walk did not happen.

Albert Torres, Chair, confirmed that there is \$44,000.00 in round 1 grants in the tentative budget and \$22,000.00 listed under potential grants for a total of \$66,000.00 available tonight.

**4. POSSIBLE ACTION, REVIEW, AND DISCUSSION ON FCTA GRANT APPLICATIONS REQUESTS  
SUBMITTED FOR FY 2023/2024 ROUND TWO, JANUARY-JUNE GRANT CYCLE**

**4.1:**

- 1. The Altruistic American - Kinfolk VD Dance**
- 2. Aces Multiple Projects - Haunted House**
- 3. Fernley JR High & High School Rodeo - Rodeo**
- 4. Fernley Chamber - Celebrating Success Gala**
- 5. Boys & Girls Club - Annual Fundraiser**
- 6. Biggest Little Radio - Easter Egg Hunt**
- 7. Main St. Fernley - Wine and Cheese City Walk**

- 8. Fernley Softball League - Memorial Classic
- 9. NV Veterans Coalition - Memorial Day 2024
- 10. Lions Club - Multi-Cultural Festival
- 11. Battle Born Rangers - Roop County Days 2024
- 12. Fernley 4th of July - 4th of July

Chris Battenberg presented for The Altruistic American, is a non-profit focusing on mental health - The Kinfolk VD Dance

Jamie Daniels, Skye Long and Dana Uhlhorn presented for the Fernley ACES - multiple projects.

Karmen McKay and team members presented for Fernley Jr High & High School Rodeo - Rodeo

Shannon Ceresola presented for the Fernley Chamber - Celebrating Success Gala and numerous events.

Cody Wagner and Oscar Aguilar presented for the Boys & Girls Club - Annual Fundraiser

Jay Rodriguz presented for the Biggest Little Radio - Easter Egg Hunt

Lowell Patton presented for Main Street Fernley - Wine and Cheese City Walk

Gabe Leija presented Fernley Softball - Memorial Classic

Nancy Rifkin presented for NV Veterans Coalition - Memorial Day 2024

Peggy Foley presented for Lions Club - Multi-Cultural Festival

Johnny Lang presented for Battle Born Rangers - Roop County Days 2024

Robert Perea and Jay Rodriguez presented for Fernley 4th of July - 4th of July events

Chair Torres called for a break: 7:14 - 7:26

**Motion:** I MOVE TO APPROVE THE GRANT AWARDS PROPOSED TONIGHT. **Action:** Approved. **Moved by:** Board Member Stan Lau, **Seconded by:** Board Member Fran McKay. **Vote:** Passed, **Summary:** Yes 5. **Yes:** Board Member McKay, Board Member Zoberski, Board Member Lau, Chair Torres, Board Member Hanan.

**5. (FOR POSSIBLE ACTION) ELECTION OF FCTA CHAIRPERSON AND VICE CHAIRPERSON FOR A TWO YEAR TERM**

Councilwoman Fran McKay nominated Albert Torres as Chair and Felicity Zoberski as Vice-Chair.

**Motion:** I MOVE TO APPROVE ALBERT TORRES AS CHAIR AND FELICITY ZOBERSKI AS VICE-CHAIR. **Action:** Approved. **Moved by:** Board Member Fran McKay, **Seconded by:** Board Member Felicity Zoberski. **Vote:** Passed, **Summary:** Yes 5. **Yes:** Board Member McKay, Board Member Zoberski, Board Member Lau, Chair Torres, Board Member Hanan.

**6. STAFF REPORTS**

**6.1. (For Possible Action) Discussion regarding moving the June 10th Convention and Tourism Meeting to June 17th due to a conflict with the Primary Election.**

**Motion:** I MOVE TO MOVE THE JUNE 10, 2024, MEETING TO JUNE 17, 2024. **Action:** Approved. **Moved by:** Chair Albert Torres, **Seconded by:** Board Member Ryan Hanan. **Vote:** Passed, **Summary:** Yes 5. **Yes:** Board Member McKay, Board Member Zoberski, Board Member Lau, Chair Torres, Board Member Hanan.

**7. ADDRESS REQUEST(S) FOR FUTURE AGENDA ITEMS**

Board Member Fran McKay would like to look at the Board's by-laws for updates and discuss commercial enterprises being eliminated.

Board Member Ryan Hanan would like a requirement to have data submitted with applications. Also, consider looking at having commercial entities create a 503C as a separate entity and apply under that rather than their own commercial business. It helps separate those finances so there would not be a conflict of interest.

**Motion:** I MOVE TO REVIEW THE BY-LAWS AND DISCUSS CHANGING THE BY-LAWS FOR COMMERCIAL ENTITIES. **Action:** Approved. **Moved by:** Board Member Fran McKay, **Seconded by:** Board Member Ryan Hanan. **Vote:** Passed, **Summary:** Yes 5. **Yes:** Board Member McKay, Board Member Zoberski, Board Member Lau, Chair Torres, Board Member Hanan.

**8. PUBLIC FORUM**

None

**9. ADJOURNMENT**

The next meeting will be June 17, 2024, at 6:00 pm

There being no further business to come before it, the Fernley Convention and Tourism Authority meeting adjourned at 7:38 pm.

Approved by the Fernley Convention and Tourism Authority on June 17, 2024, by a vote of:

AYES \_\_\_\_\_ NAYS: \_\_\_\_\_ ABSTENTIONS: \_\_\_\_\_ ABSENT: \_\_\_\_\_

\_\_\_\_\_  
Chairman Albert Torres

\_\_\_\_\_  
ATTEST:

CITY OF FERNLEY  
BALANCE SHEET  
JUNE 30, 2024

TRANSIENT LODGING TAX

LIABILITIES AND EQUITY

FUND EQUITY

UNAPPROPRIATED FUND BALANCE:			
REVENUE OVER EXPENDITURES - YTD	501,032.77		
BALANCE - CURRENT DATE		501,032.77	
TOTAL FUND EQUITY			501,032.77
TOTAL LIABILITIES AND EQUITY			501,032.77

CITY OF FERNLEY  
REVENUES WITH COMPARISON TO BUDGET  
FOR THE 12 MONTHS ENDING JUNE 30, 2024

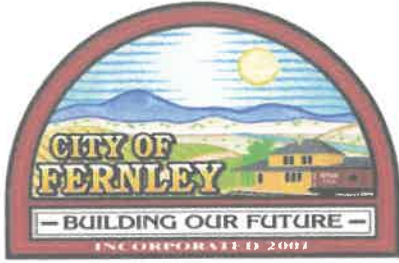
TRANSIENT LODGING TAX

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	DIFFERENCE	PCNT
<u>SOURCE 310</u>					
225-310-300 TRANSIENT LODGING TAX	447,906.51	447,906.51	650,000.00	202,093.49	68.9
225-310-900 MISCELLANEOUS REVENUE	15,000.00	15,000.00	5,000.00	( 10,000.00)	300.0
<b>TOTAL SOURCE 310</b>	<b>462,906.51</b>	<b>462,906.51</b>	<b>655,000.00</b>	<b>192,093.49</b>	<b>70.7</b>
<u>SOURCE 360</u>					
225-360-100 INTEREST EARNINGS	103,503.01	103,503.01	1,000.00	( 102,503.01)	10350.
<b>TOTAL SOURCE 360</b>	<b>103,503.01</b>	<b>103,503.01</b>	<b>1,000.00</b>	<b>( 102,503.01)</b>	<b>10350.</b>
<b>TOTAL FUND REVENUE</b>	<b>566,409.52</b>	<b>566,409.52</b>	<b>656,000.00</b>	<b>89,590.48</b>	<b>86.3</b>

CITY OF FERNLEY  
EXPENDITURES WITH COMPARISON TO BUDGET  
FOR THE 12 MONTHS ENDING JUNE 30, 2024

TRANSIENT LODGING TAX

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNEXPENDED	PCNT
<u>DEPARTMENT 575</u>					
225-575-320 PROFESSIONAL SERVICES	1,140.00	1,140.00	10,000.00	8,860.00	11.4
225-575-540 ADVERTISING	.00	.00	1,000.00	1,000.00	.0
225-575-550 PRINTING & POSTAGE	84.13	84.13	1,000.00	915.87	8.4
225-575-650 GRANT AWARDS	64,152.62	64,152.62	140,000.00	75,847.38	45.8
225-575-730 IMPROVEMENTS OTHER THAN BLDGS	.00	.00	2,000,000.00	2,000,000.00	.0
TOTAL DEPARTMENT 575	<u>65,376.75</u>	<u>65,376.75</u>	<u>2,152,000.00</u>	<u>2,086,623.25</u>	<u>3.0</u>
TOTAL FUND EXPENDITURES	<u>65,376.75</u>	<u>65,376.75</u>	<u>2,152,000.00</u>	<u>2,086,623.25</u>	<u>3.0</u>
NET REVENUE OVER EXPENDITURES	<u><u>501,032.77</u></u>	<u><u>501,032.77</u></u>	<u><u>( 1,496,000.00)</u></u>	<u><u>( 1,997,032.77)</u></u>	<u><u>33.5</u></u>



# Fiscal Year 2024/25 FCTA Grant or Matching Funds Application July 01, 2024, to December 31, 2024

Date: May 25, 2024

## Applicant Information

Applicant First Name: Sharon Applicant Last Name: Serenko  
Applicant Email: SERENKO89408@GMAIL.COM Applicant Phone Number: 7758466063  
Applicant Address: 118 Primrose Dr  
City: Fernley State: NV Zip: 89408-9551

Coordinator First & Last Name: Nanct Rifkin Coordinator Title: Outreach Coordinator  
Coordinator Phone Number: 415-990-8429 Coordinator Email: nbrifkin@gmail.com

## Organization / Company Information

Name: Nevada Veterans Coalition Year Started: 1992  
Mailing Address: P O Box 415  
City: Fernley State: NV Zip: 89408-9551  
Tax ID: 88-0290822

- Organization Status:
- Non-Profit
  - Corporate
  - Government
  - Other

Attach a copy of 501(c) or Federal Non-Profit Certificate.

## Project / Event Information

Project / Event Name: Wreaths Across America 2024  
Project / Event Location: Northern Nevada Veterans Memorial Cemetery  
City: Fernley State: NV Zip: 89408  
Date of Event: Dec 21, 2024 Date Work will Begin: July 1, 2024 Date Work will Conclude: Jan 31, 2025

Provide an overview of the project/event including purpose, objectives, and short and long-term goals:

Our mission is to cover every headstone at the Northern Nevada Veterans Memorial Cemetery with a THANK YOU WREATH during the holiday season. It is a chance to honor the men and women who have given so much to this country. Wreaths Across America itself is a single day event, however, when the wreaths are delivered to the cemetery a call is put out to the community. Friends, families and supporters show up to help unload two full tractor trailer loads of 8,000 wreaths. The wreaths are left on the headstones until mid January and again, a call is put out to the community for help with the removal of the wreaths and as before they show up to assist. This event means so much not only to Fernley but to all of the surrounding communities as well

Has this project/event been held before?  Yes  No

Received 5/28/2024 - AS

Has this project/event been previously funded by the Fernley Convention & Tourism Authority Board?

- Yes
 No

Please list the date of prior reward: June 23, 2023

Please list prior award amount: \$8,000

How many vendors attended to previous event? N/A

N/A

Total Project/Event Budget

Total Budget Amount: \$105,900.00

Expenses: Itemize all expenses including items on which grants monies will be expended.

Table with 2 columns: Expense Item, Amount. Rows include Wreaths (\$96,000), Bulk Mail (\$2,000), Advertising (\$7,000), Portable Toilets (\$900), Refreshments (\$.00).

Total Expenses: \$105,900

Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.

Table with 3 columns: Expense Item, Amount, Source. Rows include Wreaths (\$96,000 All donated), Bulk Mail (\$2,000 FCTA Grant), Advertising (\$7,000 FCTA Grant), Portable Toilets (\$900 Nevada Veterans Coalition).

Grant Request

Amount Requesting: \$9000

Matching funds are required For-Profit Organizations:

n/a

Amount matching funds

Will you accept less than requested? [X] Yes [ ] No

Explain how receiving grant funding will impact the project/event:

The Nevada Veterans Coalition hosts this event along with the City of Fernley as a public service. The event itself is not for profit.

Since the NVC is a non profit organization, the grant funds allow us to advertise to thousands of people we could never reach.

Fernley Convention and Tourism Authority Board on average receive requests for twice the amount of the grant funding available. Explain why your project/event should be selected to receive grant funding.

While the event itself lasts only 1-2 hours, it brings hundreds of visitors to our City and the Northern Nevada Veterans Memorial Cemetery until the wreaths are removed mid January. What other event can do that?

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Are you requesting project/event FCTA Sponsorship for expenses other than advertising:

- Yes  
 No

If you are requesting project / event FCTA sponsorship (expenses other than advertising), explain in detail how grant funds will be utilized in accordance with the FTCA grant guidelines in section 6 & 7.

n/a

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Will the requested funds be used for advertising? \*

- Yes  
 No

If yes, please designate what you will be advertising

- Resources in Fernley  
 Accommodations in Fernley  
 Special Event(s) in Fernley  
 Other

If other, please specify:

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### Grant Request – Advertising Categories

Please check all that apply:                      Amount(s): \$0.00                      Total Amount Budgeted: \$0.00  
 Banner(s)  
 Brochure  
 Billboards  
 Other

Please check all that apply:                      Amount(s): \$0.00                      Total Amount Budgeted: \$0.00  
 Design  
 Production & Development Fees  
 Other

Please check all that apply:                      Amount(s): \$2000.00                      Total Amount Budgeted: \$2000.00  
 Direct/Bulk Mail for promotion  
of visitor awareness  
 Other

Please check all that apply:

- Magazine
- Newspaper
- Radio
- Television
- Other

Amount(s): \$7000.00

Total Amount Budgeted: \$7000.00

Please check all that apply:

- Social Media
- Other

Amount(s): Donated

Total Amount Budgeted: \$0.00

Please check all that apply:

- Website Development
- Website Hosting Fees
- Other

Amount(s): Donated

Total Amount Budgeted: \$0.00

Please check all that apply:

- Website Redesign
- Website Maintenance
- Other

Amount(s): Donated

Total Amount Budgeted: \$0.00

If you selected other in the categories listed above, please explain in detail. below.

We will be visiting other organizations to promote the event. We will also use the city reader board. We are fortunate to have our own web & social media people who donate their time and talent to our organization and events.

Explain in detail how grant funds will be utilized (in accordance with FCTA grant guidelines, use additional sheets as needed):

These funds will only be used for advertising which includes print, digital radio & TV

**Economic Impact**

Local is defined as being within 60-mile radius of Fernley

Estimated number of visitors: 2500  
Estimated number of participants: 2500

What percentage are local: 70 %  
What percentage are local: 70 %

What percentage are In-State: 25 %  
What percentage are In-State: 25 %

What percentage are Out of State: 5 %  
What percentage are Out of State: 5 %

**Explain in detail how attendance/participation will be measured:**

We are instituting a new participation measurement to supplement prior year results. We will have a table set up to interview guests using a short interview form. This will give us a better understanding of distances travelled, expenses incurred by the guests, etc. This along with the head counts at the entry gate should give us a fairly good picture of the economic impact.

**Estimate number of nights spent in Fernley because of this project/event:**

**Explain how overnight stays will be measured:**

We will be contacting the local establishments prior to and after the event for updates. The weather will have a big impact on the actual number of heads in beds. However, the 3-4 weeks worth of visitors should have a very positive economic impact.

If applicable, number of previous visitors/participants for same or similar project/events: 2500

What percentages were Local\* 70 % In State 25 % Out of State 5 %

**Describe method(s) used to measure previous attendance:**

head counts at the entry gates and random interviews of the guests.

Project increase of number of visitors (if any) to Fernley because of project/event in comparison with previous years: 500

**Estimate and describe the overall economic impact of this project/event, use additional sheets if needed:**

With the event being a 1 day event, it is difficult to estimate the economic impact. However, from past years, all of the local eateries, both restaurants and fast food, are very busy. There will also be considerable impact to local stores and fuel stations. Since the wreaths are kept in place until mid-January the impact will continue for a month

**Does the actual project/event create media exposure for Fernley?**

- Yes
- No

If yes, what percentage are: Local\* 70 % In State 25 % Out of State 5 %

Estimated number of people that will be exposed to the promotion of this project/event: 500,000

What percentages are: Local\* 70 % In State 25 % Out of State 5 %

**Describe the type of anticipated media exposure:**

There will be several PSA's on local radio & TV. stations. Combine this with the exposure from print and digital ads, the exposure will be enormous! We believe we will reach well over 500,000 people. ( PLEASE NOTE!! when I entered the # of people exposed to the promotion which was 500,000 the system automatically changed the spaces above and below it from 5% to 5000,000 .)



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## Attestation & Grant Agreement Award Terms

I HEREBY AGREE THAT:

1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."
2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.
3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & Tourism Authority and must be used for no other purpose.
4. The two grant cycles periods are January 1st through June 30th, and July 1st through December 31st. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January through June funds must be requested by July 31st. July through December funds must be requested by January 31st. If funds are not requested, they will be forfeited, and the Board may reallocate them to another grantee through the grant application and award process in the next grant cycle.
5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.
6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.
7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.
8. Grantee must notify the Board in writing of the completion of the grant project.
9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.
10. The following are not fundable expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.
11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes, or ordinances.
12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

IN HEREBY DECLARE THAT THE INFORMATION PROVIDED IS ACCURATE TO THE BEST OF MY KNOWLEDGE AND AGREE TO THE TERMS ABOVE:

First & Last Name: Sharon Serenko, Treasurer

Date: 5/28/24

OGDEN UT 84201-0029

In reply refer to: 4077591934  
Mar. 31, 2016 LTR 4168C 0  
88-0290822 000000 00

00027281  
BODC: TE

NEVADA VETERANS COALITION  
% BRETT G PALMER  
PO BOX 415  
FERNLEY NV 89408-0415

043715

Employer ID Number: 88-0290822  
Form 990 required: YES

Dear Taxpayer:

This is in response to your request dated Mar. 11, 2016, regarding  
A NAME CHANGE

We issued you a determination letter in FEBRUARY 1993, recognizing  
you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)  
(3).

Our records also indicate you're not a private foundation as defined  
under IRC Section 509(a) because you're described in IRC Section  
509(a)(2).

Donors can deduct contributions they make to you as provided in IRC  
Section 170. You're also qualified to receive tax deductible bequests,  
legacies, devises, transfers, or gifts under IRC Sections 2055, 2106,  
and 2522.

In the heading of this letter, we indicated whether you must file an  
annual information return. If a return is required, you must file Form  
990, 990-EZ, 990-N, or 990-PF by the 15th day of the fifth month after  
the end of your annual accounting period. IRC Section 6033(j) provides  
that, if you don't file a required annual information return or notice  
for three consecutive years, your exempt status will be automatically  
revoked on the filing due date of the third required return or notice.

For tax forms, instructions, and publications, visit [www.irs.gov](http://www.irs.gov) or  
call 1-800-TAX-FORM (1-800-829-3676).

If you have questions, call 1-877-829-5500 between 8 a.m. and 5 p.m.,  
local time, Monday through Friday (Alaska and Hawaii follow Pacific  
Time).

## April Homme

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**From:** noreply@civicplus.com  
**Sent:** Sunday, May 26, 2024 9:58 PM  
**To:** April Homme  
**Subject:** Online Form Submittal: Fiscal Year 2024/25 FCTA Grant or Matching Grant Funds Application (July 01, 2024 to December 31, 2024)

### Fiscal Year 2024/25 FCTA Grant or Matching Grant Funds Application (July 01, 2024 to December 31, 2024)

Date 5/26/2024

#### Applicant Information

Applicant First Name Christopher  
Applicant Last Name Baughman  
Applicant Email c.baughman47@outlook.com  
Applicant Phone Number 7755304702  
Applicant Address 714 Canary Cir  
City Fernley  
State Nevada  
Zip 89408

Coordinator First & Last Name Christopher  
Coordinator Title Baughman  
Coordinator Phone Number 7755304702  
Coordinator Email c.baughman47@outlook.com

**Organization / Company Information**

Name                                      **Fernley BMX**

Year Started                              **2004**

Mailing Address                         **714 Canary Cir**

City   **Fernley**

State                                        **Nevada**

Zip   **89408**

Tax ID                                      **03-0532478**

Organization Status                    **Non-Profit**

Attach copy of 501(c) or Federal Non-Profit Certificate.    **Field not completed.**

(No. line break)

**Project / Event Information**

Project / Event Name                    **Fernley BMX**

Project / Event Location               **Fernley BMX 212 Mull Ln**

City                                        **Fernley**

State                                       **Nevada**

Zip   **89408**

Date of Event                             **08/11/2024**

Date Work will Begin                    **07/01/2024**

Date Work Will Conclude               **08/09/2024**

Provide an overview of the project / event including purpose, objectives, short and long term goals	The State qualifier race help promote healthy competition in youth sports allowing children to push their limits on the track.
Has this project / event been previously held before?	Yes
Has this project / event been previously funded by the Fernley Convention & Tourism Authority Board?	Yes
Please list the date of prior reward	July- Dec 2023
Please list prior award amount	5,500.00
How many vendors attended to previous event	3

**Total Project / Event Budget**

Total Budget Amount	8500
Expenses: Itemize all expenses including items on which grant monies will be expended.	Equipment rental 500 Dirt for track repair 2,350 Plate packer 480 New Gate air Ram 1683 Trophies 400 fuel for equipment 500 Banners 1500 advertizment 1000
Total Expenses	8413
Revenue: Itemize all revenues including requested grant monies	From FTCA 8500

from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.

## Grant Request

Amount Requesting 8500

Matching funds is required For-Profit Organizations. *Field not completed.*

Will you accept less than requested? Yes

Explain how receiving grant funding will impact the project / event  
The funding will allow us to help the track make much needed repairs to the track so can make the track a fun and safe environment for all.

Fernley Convention and Tourism Authority Board on average receives request for twice the amount of the grant funding available.  
Explain why your project / event should be selected to receive grant funding.  
The State qualifier race brings in riders from all over the state and some riders come from surrounding states.

Are you requesting project / event FCTA Sponsorship for expenses other than advertising? Yes

If you are requesting project / event FCTA sponsorship (expenses  
The funds will be used to improv the Fernley BMX Track to help bring in bigger races to bring in more riders from all over the the western region.

other than advertising), explain in detail how grant funds will be utilized in accordance with the FTCA grant guidelines in section 6 & 7.

Will requested funds be used for advertising? Yes

If yes, please designate what you will be advertising Resources in Fernley, Special Event(s) in Fernley

If other, please specify *Field not completed.*

### Grant Request - Advertising Categories

Please check all that apply: Banner(s), Brochure

Amount(s) 1000

Total Amount Budgeted: 1000

Please check all that apply: *Field not completed.*

Amount(s) *Field not completed.*

Total Amount Budgeted: *Field not completed.*

Please select all that apply: *Field not completed.*

Amount(s): *Field not completed.*

Total Amount Budgeted: *Field not completed.*

Please select all that apply: Magazine

Amount(s): free

Total Amount Budgeted: free

Please select all that apply: Social Media

Amount(s): free

Total Amount Budgeted: free

Please select all that apply: *Field not completed.*

Amount(s): *Field not completed.*

Total Amount Budgeted: *Field not completed.*

Please select all that apply: *Field not completed.*

Amount(s): *Field not completed.*

Total Amount Budgeted: *Field not completed.*

If you selected other in the categories listed above, please explain in detail. below. *Field not completed.*

Explain in detail how grant funds will be utilized ( in accordance with FCTA grant guidelines, use additional sheets as needed):

The funds will be used for track improvements and advertising to bring the bigger events to the city of Fernley.

**Economic Impact**

*Local is defined as being within 60-mile radius of Fernley*

Estimated number of visitors: 200

What percentage are local?	50
What percentage are In State?	90
What percentage are Out of State?	10
Estimated number of participants:	120
What percentage are local?	50
What percentage are In State?	90
What percentage are Out of State?	10
Explain in detail how attendance / participation will be measured:	we will be asking every participant during the days registration
Estimate number of nights spent in Fernley because of this project/event:	2
Explain how overnight stays will be measured:	We will be asking during registration and polling during the event.
If applicable, number of previous visitors/participants for same or similar project/events:	200-250
What percentage are local?	50
What percentage are In State?	90
What percentage are Out of State?	10

<b>Describe method(s) used to measure previous attendance:</b>	canvassing,
<b>Project increase of number of visitors (if any) to Fernley because of project/event in comparison with previous years:</b>	50 to 100
<b>Estimate and describe the overall economic impact to Fernley because of this project/event:</b>	200 to 250 a day per person
<b>Does the actual project/event create media exposure for Fernley?</b>	Yes
<b>If yes, what percentage are local?</b>	50
<b>If yes, what percentage are In State?</b>	90
<b>If yes, what percentage are Out of State?</b>	10
<b>Estimated number of people that will be exposed to the promotion of this project/event:</b>	150 to 250
<b>What percentage are local?</b>	50
<b>What percentage are In State?</b>	90
<b>What percentage are Out of State?</b>	10

Describe the type of anticipated media exposure:

social media will be used to highlight our great small city of Fernley.

(Section Header)

### **Project/Event Summary**

Describe how the project/event improves tourism/local economy by both people living in Fernley and people traveling to Fernley:

This will allow us to bring in bigger races to boost more and more people coming to Fernley.

Explain how receiving grant funding will impact the project / event:

It will allow us to make the much need improvements to the track to bring in larger racing events.

(Section Header)

### **Justification**

The Fernley Convention and Tourism Authority Board on average receives requests for twice the amount of the grant funding available. Explain why your project/event should be selected to receive grant funding.

Fernley BMX is a family friendly space for kids of all ages to be able to push their limits on the track.

(Section Header)

### **Attestation & Grant Agreement Award Terms**

#### **I HEREBY AGREE THAT:**

**1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the**

**words: "Funded in part by the City of Fernley Convention & Tourism Authority."**

**2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.**

**3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & Tourism Authority and must be used for no other purpose.**

**4. The two grant cycles periods are January 1st through June 30th, and July 1st through December 31st. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January through June funds must be requested by July 31st. July through December funds must be requested by January 31st. If funds are not requested, they will be forfeited and the Board may reallocate them to another grantee through the grant application and award process in the next grant cycle.**

**5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.**

**6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.**

**7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.**

**8. Grantee must notify the Board in writing of the completion of the grant project.**

**9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.**

**10. The following are not fundable expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board),**

supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.

11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes, or ordinances.

12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

**IN HEREBY DECLARE THAT THE INFORMATION PROVIDED IS ACCURATE TO THE BEST OF MY KNOWLEDGE AND AGREE TO THE TERMS ABOVE:**

First and Last Name Christopher Baughman

Date 5/26/2024

Email not displaying correctly? [View it in your browser.](#)

# April Homme

---

**From:** noreply@civicplus.com  
**Sent:** Friday, May 17, 2024 11:43 AM  
**To:** April Homme  
**Subject:** Online Form Submittal: Fiscal Year 2024/25 FCTA Grant or Matching Grant Funds Application (July 01, 2024 to December 31, 2024)

## Fiscal Year 2024/25 FCTA Grant or Matching Grant Funds Application (July 01, 2024 to December 31, 2024)

Date 5/17/2024

### Applicant Information

Applicant First Name Rachel  
Applicant Last Name Dallara  
Applicant Email Treasurer@TheFern45.com  
Applicant Phone Number 415-716-4510  
Applicant Address PO Box 1863  
City Fernley  
State NV  
Zip 89408

Coordinator First & Last Name Rachel  
Coordinator Title Dallara  
Coordinator Phone Number 415-716-4510  
Coordinator Email Treasurer@TheFern45.com

**Organization / Company Information**

Name	The Fern 45
Year Started	2015
Mailing Address	PO Box 1863
City	Fernley
State	NV
Zip	89408
Tax ID	82-1757080
Organization Status	Non-Profit
Attach copy of 501(c) or Federal Non-Profit Certificate.	<i>Field not completed.</i>

(Section Break)

**Project / Event Information**

Project / Event Name	The Fern 45 Patriot Poker Run
Project / Event Location	95 Motorsports Complex
City	Fernley
State	NV
Zip	89408
Date of Event	11/09/2024
Date Work will Begin	07/01/2024
Date Work Will Conclude	11/10/2024

Provide an overview of the project / event including purpose, objectives, short and long term goals

The Fern 45 Patriot Poker Run is an off-road vehicle event held annually in November around Veterans Day to support the Nevada Veterans Coalition and other veterans organizations/programs. This event includes 3 nights of camping, a poker tournament, a cornhole tournament, and a 45 mile off-road poker run.

Our first year in 2015, we were expecting around 20-50 vehicles to attend. To our surprise, it ended up bringing over 100 vehicles registering for the event and the Nevada Veterans Coalition showing up in uniform to present colors. Our event was successful and we were able to donate \$1,200 and a laptop to the Nevada Veterans Coalition. These funds helped provide support to the Wreaths Across America project to place a wreath on each site at the Northern Nevada Veterans Memorial Cemetery.

Our second event in 2016 showed a tremendous amount of growth, including additional advertising, marketing, and merchandise. We were able to bring in over 200 vehicles and 600 participants, both in-state and out-of-state.

We are now near our 10th year (9th event due to COVID) and project to have over 400 vehicles, 1,200+ participants and general admission community members to check it out.

Our event is held at the 95 Motorsports Complex in Fernley. We plan to have a poker tournament available November 7, 2024, a cornhole tournament November 8, 2024, and the actual poker run on November 9, 2024, with camping available throughout the entire event period.

Right now, our long term goal is to provide support and donations towards veterans programs and direct veteran support via our Donate to Heartbeats campaign throughout the year. Our goal for our 2024 event is to cover all expenses, expand participation to include even more out-of-state visitors to Fernley and our event, and present various donations to veterans organizations throughout the state. Last year 25% of our participants were from out-of-state. We are one of the largest influxes of tourism to the City of Fernley.

Has this project / event been previously held before?

Yes

Has this project / event been previously funded by the Fernley

Yes

**Convention & Tourism  
Authority Board?**

Please list the date of  
prior reward 06/14/2023

Please list prior award  
amount 9,333.00

How many vendors  
attended to previous  
event 20

(Section break)

**Total Project / Event Budget**

---

**Total Budget Amount 101,700**

Expenses: Itemize all  
expenses including  
items on which grant  
monies will be  
expended.

Participant Lunch \$25,000  
Advertising (Posters, Banners, Programs, Shirts, Sweatshirts)  
\$64,000  
Misc. Event Supplies \$4,000  
Entertainment \$1,500  
Facility Services \$500  
Internet \$500  
Raffle Prizes \$1,500  
Insurance \$1,500  
BLM Permit \$2,500  
Cash Prize \$700

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**Total Expenses 101,700**

Revenue: Itemize all  
revenues including  
requested grant monies  
from FTCA and other  
entities, donations,  
corporate  
sponsorships, entry  
fees, spectator fees,  
etc.

Participant Registrations \$60,000  
Camping Registrations \$12,000  
Sponsors \$50,000  
Raffles \$15,000  
Merchandise Sales \$25,000  
FCTA Grant \$9,000  
Total Revenue = \$171,000

(Section break)

## Grant Request

Amount Requesting	9,000
Matching funds is required For-Profit Organizations.	9,000
Will you accept less than requested?	Yes
Explain how receiving grant funding will impact the project / event	It will allow us to extend our advertising to additional areas outside of the state.
Fernley Convention and Tourism Authority Board on average receives request for twice the amount of the grant funding available. Explain why your project / event should be selected to receive grant funding.	25% of our participants are from out-of-state. They use our gas stations, grocery stores, restaurants, and our lodging.
Are you requesting project / event FCTA Sponsorship for expenses other than advertising?	No
If you are requesting project / event FCTA sponsorship (expenses other than advertising), explain in detail how grant funds will be utilized in accordance with the FTCA grant guidelines in section 6 & 7.	N/A

Will requested funds be used for advertising?

Yes

If yes, please designate what you will be advertising

Resources in Fernley, Accommodations in Fernley, Special Event(s) in Fernley, Other

If other, please specify

Marketing outside of the local region.

(See form 100)

### Grant Request - Advertising Categories

Please check all that apply:

Banner(s), Brochure

Amount(s)

449.00

Total Amount Budgeted:

1915.00

Please check all that apply:

Other

Amount(s)

7,843.00

Total Amount Budgeted:

40,475.00

Please select all that apply:

*Field not completed.*

Amount(s):

*Field not completed.*

Total Amount Budgeted:

*Field not completed.*

Please select all that apply:

*Field not completed.*

Amount(s):

*Field not completed.*

Total Amount Budgeted:

*Field not completed.*

Please select all that apply:

Social Media

Amount(s):

230.00

Total Amount Budgeted:

600.00

Please select all that apply: *Field not completed.*

Amount(s): *Field not completed.*

Total Amount Budgeted: *Field not completed.*

Please select all that apply: Website Redesign

Amount(s): 478.00

Total Amount Budgeted: 2,500.00

If you selected other in the categories listed above, please explain in detail. below. Other Amount of \$7,843.00 is for advertising merchandise to be purchased from All In Graphix.

Explain in detail how grant funds will be utilized ( in accordance with FCTA grant guidelines, use additional sheets as needed): All grant monies will be utilized for advertising towards out-of-state residents to attend our event.

*(Section Blank)*

### **Economic Impact**

*Local is defined as being within 60-mile radius of Fernley*

Estimated number of visitors: 1200

What percentage are local? 75

What percentage are In State? 75

What percentage are Out of State? 25

Estimated number of participants:	1000
What percentage are local?	75
What percentage are In State?	75
What percentage are Out of State?	25
Explain in detail how attendance / participation will be measured:	Upon registration, we ask for their demographics and local usage of hotels, gas, and shopping.
Estimate number of nights spent in Fernley because of this project/event:	3
Explain how overnight stays will be measured:	We have registration codes with all local hotels to confirm amount of stays related to our event.
If applicable, number of previous visitors/participants for same or similar project/events:	800
What percentage are local?	75
What percentage are In State?	75
What percentage are Out of State?	25
Describe method(s) used to measure previous attendance:	Verified with registration software and hotels.
Project increase of number of visitors (if any) to Fernley because of project/event in	200

comparison with previous years:

Estimate and describe the overall economic impact to Fernley because of this project/event:

For the participants who do not own campers, we increase hotel sales during their slow season. We bring gas and diesel sales. We expose 400 campers to Fernley who must fuel up their trucks and off-road vehicles, and purchase food in Fernley. We show them the unique possibilities our town has to offer. Everyone who attends must fuel up on the way to the event or on their way home. All campers dump and refuel here too.

Does the actual project/event create media exposure for Fernley?

Yes

If yes, what percentage are local?

75

If yes, what percentage are In State?

75

If yes, what percentage are Out of State?

25

Estimated number of people that will be exposed to the promotion of this project/event:

25,000

What percentage are local?

75

What percentage are In State?

75

What percentage are Out of State?

25

Describe the type of anticipated media exposure:

Most of our media exposure is online. We market to off-road groups out-of-state through social media. We have also placed banners throughout the region. Last year the banners generated massive sales from out-of-state.

## Project/Event Summary

Describe how the project/event improves tourism/local economy by both people living in Fernley and people traveling to Fernley:

Our event is unique in the fact that it is a charity event to benefit veterans. It draws veterans and their supports alike from Fernley and other states.

While the majority of our participants are from Lyon and Washoe Counties, we have been experiencing an influx of supporters from the Sacramento area. We even have confirmed attendees this year driving from Canada.

Our event brings a large monetary influx to Fernley. Every participant needs gas for their towing vehicles and their off-road vehicles. Every participant needs food for their campers, or they dine out if staying in a hotel.

Many of our participants return to Fernley throughout the year to ride their OHVs in the desert.

Explain how receiving grant funding will impact the project / event:

Grant funding allows us to increase our advertising budget, thereby increasing our revenue. We are anticipating another 10% growth this year in sponsorship and attendance.

(Section 4004)

## Justification

The Fernley Convention and Tourism Authority Board on average receives requests for twice the amount of the grant funding available. Explain why your project/event should be selected to receive grant funding.

With the support of the City of Fernley, we have been able to grow our event from 100 people to an anticipated 1,200 people this year. The additional advertising support has secured new sponsors and participants every year. As we have now been able to secure a 5-year permit with the BLM for our course, we are growing exponentially with each event.

(Section 4004)

## Attestation & Grant Agreement Award Terms

**I HEREBY AGREE THAT:**

**1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."**

**2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.**

**3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & Tourism Authority and must be used for no other purpose.**

**4. The two grant cycles periods are January 1st through June 30th, and July 1st through December 31st. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January through June funds must be requested by July 31st. July through December funds must be requested by January 31st. If funds are not requested, they will be forfeited and the Board may reallocate them to another grantee through the grant application and award process in the next grant cycle.**

**5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.**

**6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.**

**7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.**

**8. Grantee must notify the Board in writing of the completion of the grant project.**

**9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.**

**10. The following are not fundable expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.**

**11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes, or ordinances.**

**12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.**

**IN HEREBY DECLARE THAT THE INFORMATION PROVIDED IS ACCURATE TO THE BEST OF MY KNOWLEDGE AND AGREE TO THE TERMS ABOVE:**

---

First and Last Name      Rachel Dallara

---

Date                              05/17/2024

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Department of the Treasury  
Internal Revenue Service  
Tax Exempt and Government Entities  
P.O. Box 2508  
Cincinnati, OH 45201

THE FERN 45  
PO BOX 1863  
FERNLEY, NV 89408

Date:  
07/27/2022  
Employer ID number:  
82-1757080  
Person to contact:  
Name: Andrew Niemeyer  
ID number: 29312  
Telephone: 877-829-5500  
Accounting period ending:  
December 31  
Public charity status:  
170(b)(1)(A)(vi)  
Form 990 / 990-EZ / 990-N required:  
Yes  
Effective date of exemption:  
April 16, 2022  
Contribution deductibility:  
Yes  
Addendum applies:  
No  
DLN:  
26053508007682

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to [www.irs.gov/charities](http://www.irs.gov/charities). Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Stephen A. Martin  
Director, Exempt Organizations  
Rulings and Agreements

Letter 947 (Rev. 2-2020)  
Catalog Number 35152P



## April Homme

---

**From:** noreply@civicplus.com  
**Sent:** Wednesday, May 29, 2024 7:17 PM  
**To:** April Homme  
**Subject:** Online Form Submittal: Fiscal Year 2024/25 FCTA Grant or Matching Grant Funds Application (July 01, 2024 to December 31, 2024)

If you are having problems viewing this HTML email, click to view a [Text version](#).

### Fiscal Year 2024/25 FCTA Grant or Matching Grant Funds Application (July 01, 2024 to December 31, 2024)

Date:\*

05/29/2024

Applicant Information

Applicant First Name:\*

Alix

Applicant Last Name:\*

Ceresola

Applicant Email:\*

alixceresola@aol.com

Applicant Phone Number:\*

7757423825

Applicant Address( including City/ State/ Zip):\*

PO Box 24 Fernley, NV 89408

Coordinator First & Last Name:\*

Alix Ceresola

Coordinator Title:\*

Director

Coordinator Phone Number:\*

7757423825

Coordinator Email:\*

alixceresola@aol.com

Organization / Company Information

Name:\*

Fernley Junior Rodeo Association

Year Started:\*

1990

Mailing Address (including City/State/Zip):

PO Box 24 Fernley, NV 89408

Tax ID:\*

80-0168207

Organization Status:\*

[Non-Profit

Attach copy of 501(c) or Federal Non-Profit Certificate.\*

FJRA non profit 2024.pdf

Project/Event Information

Project/Event Name:\*

Fernley Junior Rodeo

Project/Event Name:\*

Fernley Junior Rodeo

Project/Event Location (Include City/State/Zip):\*

Fernley Rodeo Grounds Fernley, NV 89408

Date of Event:\*

07/19/2024

Date Work will Begin:\*

07/19/2024

Date Work will Conclude:\*

07/21/2024

Provide an overview of the project/event including a purpose, objectives, short and long term goals:\*

The purpose of the Fernley Junior Rodeo is to promote the sport of rodeo for children. Fernley Junior Rodeo is a long- standing annual event that encourages our youth to participate in the sport within our community. There are over 20 events for our youth to engage in, offering ages 1 - 13 the opportunity. This prepares our young cowboys and cowgirls to partake in the Junior High School, High School and College Rodeo circuits. The association will also host the 4th annual Stan Ceresola Memorial Team Roping as well as a breakaway on both Friday and Saturday Nights. Stan was a long time Rodeo Cowboy, and ACTRA Team Roper from our community and a lifelong Fernley resident. He was a huge supporter of our Junior Rodeo and spent many years in our arena helping our community's youth in their events. The Fernley Junior Rodeo is a tradition in our area and people travel from all over the state to participate in it and with our outstanding reputation as one of the best Junior Rodeos, entries have come in from surrounding states as well. Our long-term goal is to continue to promote and preserve the sport of rodeo to our youth as well exposing those who have never been able to experience it the opportunity. It is also to provide a stepping-stone to help our cowboys and cowgirls to have exposure to the sport moving towards high school and college as well as to continue to grow and bring families to our event and community.

Has this project / event been previously held before?\*

[Yes

Has this project / event been previously funded by the Fernley Convention & Tourism Authority Board?\*

[Yes

Please list the date of prior reward:

01/26/2024

Please list prior award amount:

10000

How many vendors attended to previous event?

4

Total Project/Event Budget:

Total Budget Amount:\*

25850.00

Expenses: Itemize all expenses including items on which grant monies will be expended.\*

The grant funds will be used to help with the production costs of the rodeo. Rodeo Operating Expenses (Insurance, Port-a-Potty's, Announcer, Dumpster) - \$3,900.00 Team Roping/Breakaway Jackpot Expenses - \$2,850.00 Advertising/Sponsor/Programs - \$3,100.00 Awards - All Around Saddles - \$4,800.00 Buckles - \$2,850.00 2-4th place - \$7,600.00 Pee Wee Awards - \$575.00

Total Expenses:\*

25675.00

Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.\*

Entries Event Entry fees - \$8,800 Day Use - \$1000 Stall Fees - \$600 Sponsorships Event Sponsor - \$1575 Gold - \$1500 Silver - \$1100 Bronze - \$1100 FCTA Grant - \$10,000 Total -

Grant Request:

Amount Requesting:\*

10000.00

Matching funds is required For-Profit Organizations:\*

15675.00

Will you accept less than requested?\*

[Yes

Explain how receiving grant funding will impact the project/event:\*

The Fernley Junior Rodeo is comprised of a few adult volunteers who have the desire to promote the sport of Rodeo to the youth in the community and other rural areas. All of our awards proudly boast the FJRA lettering and the winners use their awards at other events bringing more attention to Fernley. Although local businesses buy sponsorships in our program, with the rising costs of awards and livestock, not to mention the numerous organizations looking to local businesses for donations, grant funding is needed to fill the gap between what we raise and what is needed to ensure that a quality event is continued to be presented in Fernley.

Fernley Convention and Tourism Authority Board on average receives requests for twice the amount of the grant funding available. Explain why your project/event should be selected to receive grant funding.\*

The Fernley Junior Rodeo event is one of the largest annual events that brings people to the city of Fernley. The people that come to compete in the event, as well as the numerous friends and family that accompany the participants to watch and support, spend money on hotel rooms, restaurants, gas stations, and tack/feed stores to name a few. This event benefits not only our local youth, but also our community and our economy. The hospitality shown by our businesses and the local families and our community as a whole ensures that the visitors continue to want to return to Fernley.

Are you requesting project / event FCTA Sponsorship for expenses other than advertising?\*

[Yes V]

If you are requesting project / event FCTA sponsorship (expenses other than advertising), explain in detail how grant funds will be utilized in accordance with the FTCA grant guidelines in section 6 & 7.\*

Print advertising for 2 months in Ropers Sports Newspaper. This newspaper hits the Western States advertising rodeos, roping and junior rodeo events. The Fernley Junior Rodeo utilizes social media along with other Rodeo pages and websites to bring light to the event as well as our own junior rodeo webpage. Also, direct mail to companies and businesses associated with ranching, farming and rodeo. For additional funds will be used for the production of the rodeo including stock fees, the printing of programs, prize line, office supplies for timer's sheets etc, announcer and any other expenses.

Will requested funds be used for advertising?\*

[Yes V]

If yes, please designate what you will be advertising:\*

Resources in Fernley

Special Event(s) in Fernley

Accommodations in Fernley

Other

If other, please specify:

Roper Sports News/ Programs

Grant Request - Advertising Categories

Please check all that apply:\*

Banner(s)

Billboards

Brochure

Other

Amount(s):

3900.00

Total Amount Budgeted:

3900.00

Please check all that apply:\*

Design

Other

Production & Development Fees

Amount(s):

16375.00

Total Amount Budgeted:

16375.00

Please select all that apply:\*

Direct/Bulk mail for promotion of visitor awareness

Other

Amount(s):

400.00

Total Amount Budgeted:

400.00

Please select all that apply:\*

- Magazine
- Newspaper
- Radio

- Television
- Other

Amount(s):  
3600.00

Total Amount Budgeted:  
3600.00

Please select all that apply:\*

- Social Media

- Other

Amount(s):  
500.00

Total Amount Budgeted:  
500.00

Please select all that apply:\*

- Website Development
- Website Hosting Fees

- Other

Amount(s):  
900.00

Total Amount Budgeted:  
900.00

Please select all that apply:\*

- Website Redesign
- Website Maintenance

- Other

If you selected other in the categories listed above, please explain in detail. below.

Awards and prize lines with Fernley Junior Rodeo lettering

Explain in detail how grant funds will be utilized ( in accordance with FCTA grant guidelines, use additional sheets as needed):\*

The grant funds will be used to help with the production costs of the rodeo. Print advertising for 2 months in Ropers Sports newspaper. This newspaper hits all Western States, advertising rodeos, ropings and other junior rodeo events. The Fernley Junior Rodeo utilizes social media along with other rodeo pages and websites to promote our event as well as our own Fernley Junior Rodeo Association webpage. Direct mail is also employed to reach out to companies and businesses associated with ranching, farming and rodeo to advertise our event and get the word out. Additional funds will be used for the production of the rodeo including stock fees, the printing of programs, prize lines, office supplies, announcer and any other expenses.  
Economic Impact

Local is defined as being within 60-mile radius of Fernley

Estimated number of visitors:\*\n565

What percentage are local?\*\n50

What percentage are In State?\*\n30

What percentage are Out of State?\*\n20

Estimated number of participants:\*\n200

What percentage are local?\*\n50

What percentage are In State?\*\n30

What percentage are Out of State?\*\n20

Explain in detail how attendance / participation will be measured:\*

Tally of entry forms will be tallied. Direct count of spectators and survey.

Estimate number of nights spent in Fernley because of this project/event:\*

2

Explain how overnight stays will be measured:\*

Entry forms will be tallied. Direct count of spectators and survey.

If applicable, number of previous visitors/participants for same or similar project/events:\*

465

What percentage are local?\*

50

What percentage are In State?\*

30

What percentage are Out of State?\*

20

Describe method(s) used to measure previous attendance:\*

Tally of entry forms, visual count and survey.

Project increase of number of visitors (if any) to Fernley because of project/event in comparison with previous years:\*

100

Estimate and describe the overall economic impact to Fernley because of this project/event:

Our event draws people from the local area, surrounding areas and out of state that patronize our local hotels, gas stations, restaurants and stores to name a few.

Does the actual project/event create media exposure for Fernley?\*

[Yes

If yes, what percentage are local?\*

50

If yes, what percentage are In State?\*

30

If yes, what percentage are Out of State?\*

20

Estimated number of people that will be exposed to the promotion of this project/event:\*

25000

What percentage are local?\*

33

What percentage are In State?\*

33

What percentage are Out of State?\*

33

Describe the type of anticipated media exposure:\*

Viewership of surrounding city and county publications and those out of state is upward of 25,000. Not all of these individuals may be interested in the sport, but the advertising will draw attention to the event and the city of Fernley and its amenities. By advertising with other organizations involved in rodeo, we will be able to target individuals that want to participate or that enjoy watching the sport to come to the area. Also, with the addition of events, more advertising will be placed on social media to reach other organizations geared toward roping and breakaway events that will coincide with the junior rodeo.

Project/Event Summary

Describe how the project/event improves tourism/local economy by both people living in Fernley and people traveling to Fernley:\*

Visual spectator counts show that we have an excess of over 100 people per day attending this event. This is in addition to the more than 150 plus participants and their family members that attend the event. By advertising in other cities and with other organizations involved with rodeo, we will target individuals that participate in the event as well as increase the number of spectators that are interested in learning more about the event or in having an activity to take their family to. The majority of participants range in age of 2 to 12, but these young cowboys and cowgirls travel with parents, siblings, grandparents and often extended family and friends that come from surrounding areas to support them and enjoy a fun weekend. These participants, family and friends all frequent our local restaurants, stores, gas stations, hotels, pool, and parks. Many of them stay in our hotels for 2 nights in order to enjoy both days' events.

Explain how receiving grant funding will impact the project / event:\*

The Fernley Junior Rodeo is comprised of a few adult volunteers who have the desire to promote the sport of Rodeo to the youth in the community and other rural areas. All of our awards proudly boast the FJRA lettering and the winners use their awards at other events bringing more attention to Fernley. Although local businesses buy sponsorships in our program, with the rising costs of awards and livestock, not to mention the numerous organizations looking to local businesses for donations, grant funding is needed to fill the gap between what we raise and what is needed to ensure that a quality event is continued to be presented in Fernley.

**Justification:**

The Fernley Convention and Tourism Authority Board on average receives requests for twice the amount of the grant funding available. Explain why your project/event should be selected to receive grant funding.\*

The Fernley Junior Rodeo event is one of the largest annual events that brings people to the city of Fernley. The people that come to compete in the event, as well as the numerous friends and family that accompany the participants to watch and support, spend money on hotel rooms, restaurants, gas stations, and tack/feed stores to name a few. This event benefits not only our local youth, but also our community and our economy. The hospitality shown by our businesses and the local families and our community as a whole ensures that the visitors continue to want to return to Fernley.

**Attestation & Grant Agreement Award Terms**

**I HEREBY AGREE THAT:**

1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."
2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.
3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & Tourism Authority and must be used for no other purpose.
4. The two grant cycles periods are January 1st through June 30th, and July 1st through December 31st. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January through June funds must be requested by July 31st. July through December funds must be requested by January 31st. If funds are not requested, they will be forfeited and the Board may reallocate them to another grantee through the grant application and award process in the next grant cycle.
5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.
6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.
7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.
8. Grantee must notify the Board in writing of the completion of the grant project.
9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.
10. The following are not fundable expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees,

overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.

11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes, or ordinances.

12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

IN HEREBY DECLARE THAT THE INFORMATION PROVIDED IS ACCURATE TO THE BEST OF MY KNOWLEDGE AND AGREE TO THE TERMS ABOVE:

First and Last Name:\*

Alix Ceresola

Date:\*

05/29/2024

\* indicates required fields.

View any uploaded files by [signing in](#) and then proceeding to the link below:

<http://www.cityoffernley.org/Admin/FormHistory.aspx?SID=8966>

The following form was submitted via your website: Fiscal Year 2024/25 FCTA Grant or Matching Grant Funds Application (July 01, 2024 to December 31, 2024)

:

Date:: 05/29/2024

Applicant First Name:: Alixi

Applicant Last Name:: Ceresola

Applicant Email:: alixceresola@aol.com

Applicant Phone Number:: 7757423825

Applicant Address( including City/ State/ Zip):: PO Box 24  
Fernley, NV 89408

Coordinator First & Last Name:: Alixi Ceresola

Coordinator Title:: Director

Coordinator Phone Number:: 7757423825

Coordinator Email:: alixceresola@aol.com

Name:: Fernley Junior Rodeo Association

Year Started:: 1990

Mailing Address (including City/State/Zip):: PO Box 24 Fernley, NV 89408

Tax ID:: 80-0168207

Organization Status:: Non-Profit

Attach copy of 501(c) or Federal Non-Profit Certificate.: FJRA non profit 2024.pdf

Project/Event Name:: Fernley Junior Rodeo

Project/Event Name:: Fernley Junior Rodeo

Project/Event Location (Include City/State/Zip):: Fernley Rodeo Grounds Fernley, NV 89408

Date of Event:: 07/19/2024

Date Work will Begin:: 07/19/2024

Date Work will Conclude:: 07/21/2024

Provide an overview of the project/event including a purpose, objectives, short and long term goals:: The purpose of the Fernley Junior Rodeo is to promote the sport of rodeo for children. Fernley Junior Rodeo is a long- standing annual event that encourages our youth to participate in the sport within our community. There are over 20 events for our youth to engage in, offering ages 1 - 13 the opportunity. This prepares our young cowboys and cowgirls to partake in the Junior High School, High School and College Rodeo circuits.

The association will also host the 4th annual Stan Ceresola Memorial Team Roping as well as a breakaway on both Friday and Saturday Nights. Stan was a long time Rodeo Cowboy, and ACTRA Team Roper from our community and a lifelong Fernley resident. He was a huge supporter of our Junior Rodeo and spent many years in our arena helping our community's youth in their events.

The Fernley Junior Rodeo is a tradition in our area and people travel from all over the state to participate in it and with our outstanding reputation as one of the best Junior Rodeos, entries have come in from surrounding states as well.

Our long-term goal is to continue to promote and preserve the sport of rodeo to our youth as well exposing those who have never been able to experience it the opportunity. It is also to provide a stepping-stone to help our cowboys and cowgirls to have exposure to the sport moving towards high school and college as well as to continue to grow and bring families to our event and community.

Has this project / event been previously held before?: Yes

Has this project / event been previously funded by the Fernley Convention & Tourism Authority Board?:  
Yes

Please list the date of prior reward:: 01/26/2024

Please list prior award amount:: 10000

How many vendors attended to previous event?: 4

Total Budget Amount:: 25850.00

Expenses: Itemize all expenses including items on which grant monies will be expended.: The grant funds will be used to help with the production costs of the rodeo.

Rodeo Operating Expenses (Insurance, Port-a-Potty's, Announcer, Dumpster) - \$3,900.00

Team Roping/Breakaway Jackpot Expenses - \$2,850.00

Advertising/Sponsor/Programs - \$3,100.00

Awards - All Around Saddles - \$4,800.00

Buckles - \$2,850.00

2-4th place - \$7,600.00

Pee Wee Awards - \$575.00

Total Expenses:: 25675.00

Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.: Entries

Event Entry fees - \$8,800

Day Use - \$1000

Stall Fees - \$600

Sponsorships

Event Sponsor - \$1575

Gold - \$1500

Silver - \$1100

Bronze - \$1100

FCTA Grant - \$10,000

Total -

Amount Requesting:: 10000.00

Matching funds is required For-Profit Organizations:: 15675.00

Will you accept less than requested?: Yes

Explain how receiving grant funding will impact the project/event:: The Fernley Junior Rodeo is comprised of a few adult volunteers who have the desire to promote the sport of Rodeo to the youth in the community and other rural areas. All of our awards proudly boast the FJRA lettering and the winners use

their awards at other events bringing more attention to Fernley. Although local businesses buy sponsorships in our program, with the rising costs of awards and livestock, not to mention the numerous organizations looking to local businesses for donations, grant funding is needed to fill the gap between what we raise and what is needed to ensure that a quality event is continued to be presented in Fernley.

Fernley Convention and Tourism Authority Board on average receives requests for twice the amount of the grant funding available. Explain why your project/event should be selected to receive grant funding.: The Fernley Junior Rodeo event is one of the largest annual events that brings people to the city of Fernley. The people that come to compete in the event, as well as the numerous friends and family that accompany the participants to watch and support, spend money on hotel rooms, restaurants, gas stations, and tack/feed stores to name a few. This event benefits not only our local youth, but also our community and our economy. The hospitality shown by our businesses and the local families and our community as a whole ensures that the visitors continue to want to return to Fernley.

Are you requesting project / event FCTA Sponsorship for expenses other than advertising?: Yes

If you are requesting project / event FCTA sponsorship (expenses other than advertising), explain in detail how grant funds will be utilized in accordance with the FTCA grant guidelines in section 6 & 7.: Print advertising for 2 months in Ropers Sports Newspaper. This newspaper hits the Western States advertising rodeos, roping and junior rodeo events. The Fernley Junior Rodeo utilizes social media along with other Rodeo pages and websites to bring light to the event as well as our own junior rodeo webpage. Also, direct mail to companies and businesses associated with ranching, farming and rodeo. For additional funds will be used for the production of the rodeo including stock fees, the printing of programs, prize line, office supplies for timer's sheets etc, announcer and any other expenses.

Will requested funds be used for advertising?: Yes

If yes, please designate what you will be advertising:: Resources in Fernley,Accommodations in Fernley,Other

If other, please specify:: Roper Sports News/ Programs

Please check all that apply:: Banner(s),Brochure

Amount(s):: 3900.00

Total Amount Budgeted:: 3900.00

Please check all that apply:: Production & Development Fees,Other

Amount(s):: 16375.00

Total Amount Budgeted:: 16375.00

Please select all that apply:: Direct/Bulk mail for promotion of visitor awareness

Amount(s):: 400.00

Total Amount Budgeted:: 400.00

Please select all that apply:: Newspaper, Radio

Amount(s):: 3600.00

Total Amount Budgeted:: 3600.00

Please select all that apply:: Social Media

Amount(s):: 500.00

Total Amount Budgeted:: 500.00

Please select all that apply:: Website Development

Amount(s):: 900.00

Total Amount Budgeted:: 900.00

Please select all that apply:: Website Maintenance

If you selected other in the categories listed above, please explain in detail. below. : Awards and prize lines with Fernley Junior Rodeo lettering

Explain in detail how grant funds will be utilized ( in accordance with FCTA grant guidelines, use additional sheets as needed):: The grant funds will be used to help with the production costs of the rodeo. Print advertising for 2 months in Ropers Sports newspaper. This newspaper hits all Western States, advertising rodeos, ropings and other junior rodeo events. The Fernley Junior Rodeo utilizes social media along with other rodeo pages and websites to promote our event as well as our own Fernley Junior Rodeo Association webpage. Direct mail is also employed to reach out to companies and businesses associated with ranching, farming and rodeo to advertise our event and get the word out. Additional funds will be used for the production of the rodeo including stock fees, the printing of programs, prize lines, office supplies, announcer and any other expenses.

Estimated number of visitors:: 565

What percentage are local?: 50

What percentage are In State?: 30

What percentage are Out of State?: 20

Estimated number of participants:: 200

What percentage are local?: 50

What percentage are In State?: 30

What percentage are Out of State?: 20

Explain in detail how attendance / participation will be measured:: Tally of entry forms will be tallied. Direct count of spectators and survey.

Estimate number of nights spent in Fernley because of this project/event:: 2

Explain how overnight stays will be measured:: Entry forms will be tallied. Direct count of spectators and survey.

If applicable, number of previous visitors/participants for same or similar project/events:: 465

What percentage are local?: 50

What percentage are In State?: 30

What percentage are Out of State?: 20

Describe method(s) used to measure previous attendance:: Tally of entry forms, visual count and survey.

Project increase of number of visitors (if any) to Fernley because of project/event in comparison with previous years:: 100

Estimate and describe the overall economic impact to Fernley because of this project/event:: Our event draws people from the local area, surrounding areas and out of state that patronize our local hotels, gas stations, restaurants and stores to name a few.

Does the actual project/event create media exposure for Fernley?: Yes

If yes, what percentage are local?: 50

If yes, what percentage are In State?: 30

If yes, what percentage are Out of State?: 20

Estimated number of people that will be exposed to the promotion of this project/event:: 25000

What percentage are local?: 33

What percentage are In State?: 33

What percentage are Out of State?: 33

Describe the type of anticipated media exposure:: Viewership of surrounding city and county publications and those out of state is upward of 25,000. Not all of these individuals may be interested in the sport, but the advertising will draw attention to the event and the city of Fernley and its amenities. By advertising with other organizations involved in rodeo, we will be able to target individuals that want to

participate or that enjoy watching the sport to come to the area. Also, with the addition of events, more advertising will be placed on social media to reach other organizations geared toward roping and breakaway events that will coincide with the junior rodeo.

Describe how the project/event improves tourism/local economy by both people living in Fernley and people traveling to Fernley:: Visual spectator counts show that we have an excess of over 100 people per day attending this event. This is in addition to the more than 150 plus participants and their family members that attend the event. By advertising in other cities and with other organizations involved with rodeo, we will target individuals that participate in the event as well as increase the number of spectators that are interested in learning more about the event or in having an activity to take their family to. The majority of participants range in age of 2 to 12, but these young cowboys and cowgirls travel with parents, siblings, grandparents and often extended family and friends that come from surrounding areas to support them and enjoy a fun weekend. These participants, family and friends all frequent our local restaurants, stores, gas stations, hotels, pool, and parks. Many of them stay in our hotels for 2 nights in order to enjoy both days' events.

Explain how receiving grant funding will impact the project / event:: The Fernley Junior Rodeo is comprised of a few adult volunteers who have the desire to promote the sport of Rodeo to the youth in the community and other rural areas. All of our awards proudly boast the FJRA lettering and the winners use their awards at other events bringing more attention to Fernley. Although local businesses buy sponsorships in our program, with the rising costs of awards and livestock, not to mention the numerous organizations looking to local businesses for donations, grant funding is needed to fill the gap between what we raise and what is needed to ensure that a quality event is continued to be presented in Fernley.

The Fernley Convention and Tourism Authority Board on average receives requests for twice the amount of the grant funding available. Explain why your project/event should be selected to receive grant funding.: The Fernley Junior Rodeo event is one of the largest annual events that brings people to the city of Fernley. The people that come to compete in the event, as well as the numerous friends and family that accompany the participants to watch and support, spend money on hotel rooms, restaurants, gas stations, and tack/feed stores to name a few. This event benefits not only our local youth, but also our community and our economy. The hospitality shown by our businesses and the local families and our community as a whole ensures that the visitors continue to want to return to Fernley.

First and Last Name:: Alixi Ceresola

Date:: 05/29/2024

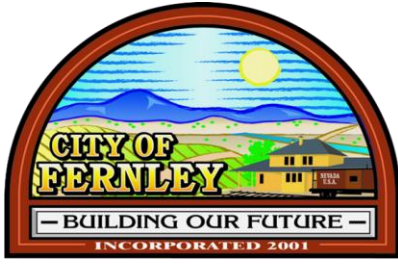
**Additional Information:**

Form submitted on: 5/29/2024 7:16:49 PM

Submitted from IP Address: 38.142.169.21

Referrer Page: No Referrer - Direct Link

Form Address: <http://www.cityoffernley.org/Forms.aspx?FID=179>



# Fiscal Year 2024/25 FCTA Grant or Matching Funds Application July 01, 2024, to December 31, 2024

Date: \_\_\_\_\_

## Applicant Information

Applicant First Name: \_\_\_\_\_ Applicant Last Name: \_\_\_\_\_  
Applicant Email: \_\_\_\_\_ Applicant Phone Number: \_\_\_\_\_  
Applicant Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Coordinator First & Last Name: \_\_\_\_\_ Coordinator Title: \_\_\_\_\_  
Coordinator Phone Number: \_\_\_\_\_ Coordinator Email: \_\_\_\_\_

## Organization / Company Information

Name: \_\_\_\_\_ Year Started: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Tax ID: \_\_\_\_\_ Organization Status:  
 Non-Profit  
 Corporate  
 Government  
 Other

Attach a copy of 501(c) or Federal Non-Profit Certificate.

## Project / Event Information

Project / Event Name: \_\_\_\_\_  
Project / Event Location: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Date of Event: \_\_\_\_\_ Date Work will Begin: \_\_\_\_\_ Date Work will Conclude: \_\_\_\_\_  
Provide an overview of the project/event including purpose, objectives, and short and long-term goals:

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Has this project/event been held before?  Yes  No

Has this project/event been previously funded by the Fernley Convention & Tourism Authority Board?

- Yes
- No

Please list the date of prior reward: \_\_\_\_\_

Please list prior award amount: \_\_\_\_\_

How many vendors attended to previous event? \_\_\_\_\_

**Total Project/Event Budget**

Total Budget Amount: \_\_\_\_\_

Expenses: Itemize all expenses including items on which grants monies will be expended.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Total Expenses: \_\_\_\_\_

Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Grant Request**

Amount Requesting: \_\_\_\_\_

Matching funds are required For-Profit Organizations: \_\_\_\_\_

Amount matching funds

Will you accept less than requested?  Yes  No

Explain how receiving grant funding will impact the project/event:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Fernley Convention and Tourism Authority Board on average receive requests for twice the amount of the grant funding available. Explain why your project/event should be selected to receive grant funding.

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Are you requesting project/event FCTA Sponsorship for expenses other than advertising:

- Yes
- No

If you are requesting project / event FCTA sponsorship (expenses other than advertising), explain in detail how grant funds will be utilized in accordance with the FTCA grant guidelines in section 6 & 7.

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Will the requested funds be used for advertising? \*

- Yes
- No

If yes, please designate what you will be advertising

- Resources in Fernley
- Accommodations in Fernley
- Special Event(s) in Fernley
- Other

If other, please specify:

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### Grant Request – Advertising Categories

Please check all that apply:                      Amount(s): \_\_\_\_\_                      Total Amount Budgeted: \_\_\_\_\_

- Banner(s)
- Brochure
- Billboards
- Other

Please check all that apply:                      Amount(s): \_\_\_\_\_                      Total Amount Budgeted: \_\_\_\_\_

- Design
- Production & Development Fees
- Other

Please check all that apply:                      Amount(s): \_\_\_\_\_                      Total Amount Budgeted: \_\_\_\_\_

- Direct/Bulk Mail for promotion of visitor awareness
- Other



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## Economic Impact

Local is defined as being within 60-mile radius of Fernley

Estimated number of visitors: _____	What percentage are local: _____%	What percentage are In-State: _____%	What percentage are Out of State: _____%
Estimated number of participants: _____	What percentage are local: _____%	What percentage are In-State: _____%	What percentage are Out of State: _____%

Explain in detail how attendance/participation will be measured:

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Estimate number of nights spent in Fernley because of this project/event:

Explain how overnight stays will be measured:

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If applicable, number of previous visitors/participants for same or similar project/events: \_\_\_\_\_

What percentages were Local\* \_\_\_\_\_% In State \_\_\_\_\_% Out of State \_\_\_\_\_%

Describe method(s) used to measure previous attendance:

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Project increase of number of visitors (if any) to Fernley because of project/event in comparison with previous years: \_\_\_\_\_

Estimate and describe the overall economic impact of this project/event, use additional sheets if needed:

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Does the actual project/event create media exposure for Fernley?

Yes

No

If yes, what percentage are: Local\* \_\_\_\_\_% In State \_\_\_\_\_% Out of State \_\_\_\_\_%

Estimated number of people that will be exposed to the promotion of this project/event: \_\_\_\_\_

What percentages are: Local\* \_\_\_\_\_% In State \_\_\_\_\_% Out of State \_\_\_\_\_%

Describe the type of anticipated media exposure:

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## Attestation & Grant Agreement Award Terms

I HEREBY AGREE THAT:

1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."
2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.
3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & Tourism Authority and must be used for no other purpose.
4. The two grant cycles periods are January 1st through June 30th, and July 1st through December 31st. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January through June funds must be requested by July 31st. July through December funds must be requested by January 31st. If funds are not requested, they will be forfeited, and the Board may reallocate them to another grantee through the grant application and award process in the next grant cycle.
5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.
6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.
7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.
8. Grantee must notify the Board in writing of the completion of the grant project.
9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.
10. The following are not fundable expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.
11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes, or ordinances.
12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

IN HEREBY DECLARE THAT THE INFORMATION PROVIDED IS ACCURATE TO THE BEST OF MY KNOWLEDGE AND AGREE TO THE TERMS ABOVE:

First & Last Name: \_\_\_\_\_

Date: \_\_\_\_\_

## April Homme

---

**From:** noreply@civicplus.com  
**Sent:** Friday, May 31, 2024 5:00 PM  
**To:** April Homme  
**Subject:** Online Form Submittal: Fiscal Year 2024/25 FCTA Grant or Matching Grant Funds Application (July 01, 2024 to December 31, 2024)

**Follow Up Flag:** Flag for follow up  
**Flag Status:** Flagged

### Fiscal Year 2024/25 FCTA Grant or Matching Grant Funds Application (July 01, 2024 to December 31, 2024)

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Date	5/31/2024
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#### Applicant Information

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Applicant First Name	Jennifer
Applicant Last Name	Garrett
Applicant Email	jen.garrett@fernleyAYSO.com
Applicant Phone Number	775-741-2253
Applicant Address	PO Box 63
City	Fernley
State	NV
Zip	89408

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(Section Break)

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Coordinator First & Last Name	Jennifer Garrett
Coordinator Title	Area Director
Coordinator Phone Number	775-741-2253

---

Coordinator Email      jen.garrett@fernleyAYSO.com

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(Section Break)

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### **Organization / Company Information**

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Name                              American Youth Soccer Organization

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Year Started                      1964

---

Mailing Address                 PO Box 63

---

City                                 Fernley

---

State                                NV

---

Zip                                 89408

---

Tax ID                              95-6205398

---

Organization Status            Non-Profit

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Attach copy of 501(c) or      *Field not completed.*  
Federal Non-Profit  
Certificate.

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(Section Break)

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### **Project / Event Information**

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Project / Event Name            AYSO Area 2E Area Games

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Project / Event Location        Fernley Out of Town Park

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City                                 Fernley

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State                                Nevada

---

Zip                                 89408

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Date of Event                      11/1/24

---

Date Work will Begin            8/1/24

---

Date Work Will Conclude	11/2/24
Provide an overview of the project / event including purpose, objectives, short and long term goals	AYSO is the largest 501 3(c) in the country. Local communities get together to hold tournaments. This would be the tournament for Area 2E.
Has this project / event been previously held before?	Yes
Has this project / event been previously funded by the Fernley Convention & Tourism Authority Board?	No
Please list the date of prior reward	NA
Please list prior award amount	0
How many vendors attended to previous event	5

(Section Break)

### Total Project / Event Budget

Total Budget Amount	\$7,437.00
Expenses: Itemize all expenses including items on which grant monies will be expended.	Funds requested include money to help purchase items to hold the event successfully. Dirt to help fill holes created by ground squirrels (approximately = <b>\$700</b> ), nets to facilitate playing the game (10U, 2x\$250= \$500, 12U 2x\$350, = \$700.00 14U 2x\$400 =\$800 (estimated <b>total \$2,000.00</b> ) banners to identify the field = <b>(\$1500)</b> , t-shirts(approximately = <b>\$600</b> , depends on number of volunteers), signs to identify locations = <b>\$500</b> Disability Equip <b>\$800</b> Field markers = <b>\$837.00</b> Misc. Equip/Supplies = <b>\$500 Total Budget \$7437.00</b>
Total Expenses	\$7,437.00

Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.

FCTA requests : 5,000.00

Entry Fees: 2,400.00

We would also like to hold and EPIC event for players with disabilities to be able to play and participate as well. Costs for this portion of the event will depend on the disabilities represented in the event.

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(Section Break)

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**Grant Request**

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Amount Requesting	\$5000.00
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Matching funds is required For-Profit Organizations.	<i>Field not completed.</i>
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Will you accept less than requested?	Yes
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Explain how receiving grant funding will impact the project / event	We would like to help improve the conditions of our fields and provide materials to help create a safe and fun event for our players. Traditionally, our teams use old equipment that has been in play all season. We are unable to purchase identifying banners for the local fields. This will help us provide equipment to develop an EPIC (AYSO's program from players with disabilities) tournament to provide an additional opportunity for players with disabilities.
---	--

---

Fernley Convention and Tourism Authority Board on average receives request for twice the amount of the grant funding available. Explain why your project / event should be selected to receive grant funding.	AYSO traditionally tries to maintain independence by living within a frugal budget to keep costs down for our socioeconomically challenged players and communities. The cost of driving to an event of this nature is often not feasible for our communities outside of Fernley. These funds will allow some of the additional funds to go towards decreasing the cost of the event per player or providing scholarships for players that may not be able to attend otherwise.
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Are you requesting project / event FCTA Sponsorship for expenses other than advertising?	Yes
If you are requesting project / event FCTA sponsorship (expenses other than advertising), explain in detail how grant funds will be utilized in accordance with the FTCA grant guidelines in section 6 & 7.	Banners to help identify the field requested.
Will requested funds be used for advertising?	Yes
If yes, please designate what you will be advertising	Resources in Fernley, Accommodations in Fernley, Special Event(s) in Fernley
If other, please specify	<i>Field not completed.</i>

(Section Break)

### Grant Request - Advertising Categories

Please check all that apply:	Banner(s), Brochure
Amount(s)	\$1500
Total Amount Budgeted:	1,500
Please check all that apply:	Design
Amount(s)	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	Direct/Bulk mail for promotion of visitor awareness

Amount(s): *Field not completed.*

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Total Amount Budgeted: *Field not completed.*

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Please select all that apply: Radio

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Amount(s): *Field not completed.*

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Total Amount Budgeted: *Field not completed.*

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Please select all that apply: Social Media

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Amount(s): *Field not completed.*

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Total Amount Budgeted: *Field not completed.*

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Please select all that apply: Website Development

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Amount(s): *Field not completed.*

---

Total Amount Budgeted: *Field not completed.*

---

Please select all that apply: Website Redesign

---

Amount(s): *Field not completed.*

---

Total Amount Budgeted: *Field not completed.*

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If you selected other in the categories listed above, please explain in detail. below. *Field not completed.*

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Explain in detail how grant funds will be utilized ( in accordance with FCTA grant guidelines, use additional sheets as needed): *Field not completed.*

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(Section Break)

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## Economic Impact

*Local is defined as being within 60-mile radius of Fernley*

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Estimated number of visitors:	600
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What percentage are local?	200
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What percentage are In State?	550
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What percentage are Out of State?	25
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Estimated number of participants:	300
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What percentage are local?	200
----------------------------	-----

---

What percentage are In State?	\$75
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What percentage are Out of State?	25
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Explain in detail how attendance / participation will be measured:	Player registration will be measured. Game cards will be recorded and saved. Family travel will be measured by coaches attending
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Estimate number of nights spent in Fernley because of this project/event:	1
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Explain how overnight stays will be measured:	An "AYSO code" will be provided to families to help them identify themselves
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If applicable, number of previous visitors/participants for same or similar project/events:	300
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What percentage are local?	100
What percentage are In State?	250
What percentage are Out of State?	50
Describe method(s) used to measure previous attendance:	Previously we were unable to measure attendance except the attendance of players
Project increase of number of visitors (if any) to Fernley because of project/event in comparison with previous years:	300
Estimate and describe the overall economic impact to Fernley because of this project/event:	AYSO Area 2E has traditionally been unable to hold an event of this type. The area will be recognized for the event at the AYSO training program (EXPO in Sparks, 02/2025) AND nagm in 2025. This will make us eligible for Region and Area of the year.
Does the actual project/event create media exposure for Fernley?	Yes
If yes, what percentage are local?	<i>Field not completed.</i>
If yes, what percentage are In State?	<i>Field not completed.</i>
If yes, what percentage are Out of State?	<i>Field not completed.</i>
Estimated number of people that will be exposed to the promotion of this project/event:	10,000
What percentage are local?	25

What percentage are In State?	75
What percentage are Out of State?	25
Describe the type of anticipated media exposure:	AYSO media exposure will be great within the soccer community

(Section Break)

### **Project/Event Summary**

Describe how the project/event improves tourism/local economy by both people living in Fernley and people traveling to Fernley:	The majority of communities that will attend are small, rural communities that are socioeconomically challenged
Explain how receiving grant funding will impact the project / event:	Grant funding will provide the area with the opportunity to bring other teams to the community.

(Section Break)

### **Justification**

The Fernley Convention and Tourism Authority Board on average receives requests for twice the amount of the grant funding available. Explain why your project/event should be selected to receive grant funding.	The American Youth Soccer Program in Fernley has previously been both the largest youth sports program in the community as well as the most affordable. Area 2E spans the region from Alturas, California, to Ely, Nevada. There are 13 unique communities that will be invited to send their most successful teams from six (possibly eight) different categories.
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(Section Break)

**I HEREBY AGREE THAT:**

- 1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."**
  - 2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.**
  - 3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & Tourism Authority and must be used for no other purpose.**
  - 4. The two grant cycles periods are January 1st through June 30th, and July 1st through December 31st. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January through June funds must be requested by July 31st. July through December funds must be requested by January 31st. If funds are not requested, they will be forfeited and the Board may reallocate them to another grantee through the grant application and award process in the next grant cycle.**
  - 5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.**
  - 6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.**
  - 7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.**
  - 8. Grantee must notify the Board in writing of the completion of the grant project.**
-

9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.

10. The following are not fundable expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.

11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes, or ordinances.

12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

**IN HEREBY DECLARE THAT THE INFORMATION PROVIDED IS ACCURATE TO THE BEST OF MY KNOWLEDGE AND AGREE TO THE TERMS ABOVE:**

---

First and Last Name            Jennifer Garrett

---

Date                                    5/31/2024

---

Email not displaying correctly? [View it in your browser.](#)

## April Homme

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**From:** noreply@civicplus.com  
**Sent:** Friday, May 31, 2024 11:36 AM  
**To:** April Homme  
**Subject:** Online Form Submittal: Fiscal Year 2024/25 FCTA Grant or Matching Grant Funds Application (July 01, 2024 to December 31, 2024)

**Follow Up Flag:** Flag for follow up  
**Flag Status:** Flagged

### Fiscal Year 2024/25 FCTA Grant or Matching Grant Funds Application (July 01, 2024 to December 31, 2024)

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Date	5/31/2024
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#### Applicant Information

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Applicant First Name	Cody
Applicant Last Name	Wagner
Applicant Email	fernleycommunityfoundation@gmail.com
Applicant Phone Number	775-544-2854
Applicant Address	1245 Farm Lane
City	Fernley
State	NV
Zip	89408

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(Section Break)

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Coordinator First & Last Name	Cody
Coordinator Title	Wagner
Coordinator Phone Number	7755442854

---

Coordinator Email            fernleycommunityfoundation@gmail.com

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(Section Break)

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### **Organization / Company Information**

---

Name                                    Cody

---

Year Started                         Wagner

---

Mailing Address                    PO Box 758

---

City                                     Fernley

---

State                                   NV

---

Zip                                      89408

---

Tax ID                                 82-3324754

---

Organization Status                Non-Profit

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Attach copy of 501(c) or Federal Non-Profit Certificate.    [FCF - IRS Determination Letter 501c3.pdf](#)

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(Section Break)

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### **Project / Event Information**

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Project / Event Name                FernStock Concert 2024

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Project / Event Location            Fernley Boys & Girls Club Teen Center (Parking Lot)

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City                                     Fernley

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State                                   Nevada

---

Zip                                      89408

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Date of Event                         08/17/24

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Date Work will Begin                07/01/24

---

Date Work Will Conclude 08/31/24

---

Provide an overview of the project / event including purpose, objectives, short and long term goals

This year will be the fifth FernStock event put on by the Fernley Community Foundation. Our objective is to continue to fundraise for the Community Response & Resource Center while also growing this into a signature regional event for Northern Nevada. We have an additional challenge this year, as the current CRRC and our previous concert site is under construction.

For this year only, we will be holding this event in the parking lot of the Boys & Girls Club Teen Center and McHoppers. Ultimately, the long-term goal is to help the City build a venue where we can charge for admission and we can make this a serious fundraiser to help the Boys & Girls Club, City of Fernley, and Fernley Community Foundation.

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Has this project / event been previously held before? Yes

---

Has this project / event been previously funded by the Fernley Convention & Tourism Authority Board? Yes

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Please list the date of prior reward 07/01/2023

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Please list prior award amount \$5000

---

How many vendors attended to previous event 6

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(Section Break)

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### **Total Project / Event Budget**

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Total Budget Amount 9300

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Expenses: Itemize all expenses including items on which grant

Mobile Stage Rental/Transport: \$2,500 (50% Grant Request)  
Social Media Advertisement: \$500  
Radio Advertisement: \$500

---

monies will be expended.	Newspaper Advertisement: \$500 Design, Promotion, & Development: \$500 Banners & Brochures: \$1,000 FernStock shirts (advertisement): \$1,500 (50% Grant Request) Band Fees: \$2,300 (Not Grant Eligible)
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Total Expenses	9300
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Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	FCTA Request: \$5,000 Other Concert Sponsorships: \$3,000 Shirt Sales: \$1,300
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(Section Break)

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### Grant Request

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Amount Requesting	5000
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Matching funds is required For-Profit Organizations.	4300
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Will you accept less than requested?	Yes
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Explain how receiving grant funding will impact the project / event	FCTA Grant funds are critical to properly advertise for the event and help cover some costs for the free public concert. Without the FCTA's help, we would probably just focus our efforts on our fundraising dinner and golf tournament, where we are actually able to generate revenue for the CRRC project and future community facilities/organizational costs.
---	---

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Fernley Convention and Tourism Authority Board on average receives request for twice the amount of the grant funding available. Explain why your project	Through our volunteer efforts, we feel that we have made FernStock into a signature event in Fernley which gets our community excited and is well organized. Right now, we are building the base for something that could be a huge fundraiser once the outside area of the CRRC is constructed. More than any other event, FernStock is unique in that the motivation behind the event is continuing to invest in Fernley's future.
--	--

---

/ event should be selected to receive grant funding.

---

Are you requesting project / event FCTA Sponsorship for expenses other than advertising? Yes

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If you are requesting project / event FCTA sponsorship (expenses other than advertising), explain in detail how grant funds will be utilized in accordance with the FTCA grant guidelines in section 6 & 7. All funds requested outside of advertising fit into category 6C under Eligible Expenses: "Events". The stage rental is still considered a start up cost, as we do not yet have a permanent stage and venue to host an event like this (yet). Once a permanent venue is constructed for events like this, we will no longer have these start up costs related to this event.

---

Will requested funds be used for advertising? Yes

---

If yes, please designate what you will be advertising Resources in Fernley, Accommodations in Fernley, Special Event(s) in Fernley, Other

---

If other, please specify Future investment in Fernley

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(Section Break)

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### Grant Request - Advertising Categories

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Please check all that apply: Banner(s), Brochure

---

Amount(s) 1000

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Total Amount Budgeted: 1000

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Please check all that apply: Design, Production & Development Fees

---

Amount(s) 500

---

Total Amount Budgeted:	500
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	Newspaper, Radio, Other
Amount(s):	1750
Total Amount Budgeted:	1750
Please select all that apply:	Social Media
Amount(s):	500
Total Amount Budgeted:	500
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
If you selected other in the categories listed above, please explain in detail. below.	We are asking for \$750 to help sponsor custom-printed FernStock t-shirts. Shirts provide our best advertisement, as people wear them after the event and serve as word-of-mouth advertisers. We will include the City of Fernley's logo on the shirt as part of being a shirt sponsor.
Explain in detail how grant funds will be utilized ( in accordance with FCTA grant guidelines, use	All funds requested outside of advertising fit into category 6C under Eligible Expenses: "Events". The stage/equipment rental and other production costs are still considered start up costs, as we do not yet have a permanent stage and venue to host an event like this. Once a permanent venue is constructed for events like these, we will no longer have these start up costs related to this event. Grant requested funds:

additional sheets as needed):

Mobile Stage Rental/Transport: \$1,250 (50% of cost)  
Social Media Advertisement: \$500  
Radio Advertisement: \$500  
Newspaper Advertisement: \$500  
Design, Promotion, & Development: \$500  
Banners & Brochures: \$1,000  
FernStock shirts (advertisement): \$750 (50% of cost)  
  
Total: \$5,000

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(Section Break)

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## **Economic Impact**

*Local is defined as being within 60-mile radius of Fernley*

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Estimated number of visitors:	200
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What percentage are local?	80
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What percentage are In State?	90
-------------------------------	----

---

What percentage are Out of State?	10
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---

Estimated number of participants:	1000
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---

What percentage are local?	95
----------------------------	----

---

What percentage are In State?	95
-------------------------------	----

---

What percentage are Out of State?	5
-----------------------------------	---

---

Explain in detail how attendance / participation will be measured:	We start with the number of people with paid tickets for our dinner, which takes place right before our concert, as "participants" (we sold 200+ tickets last year but will be limited to 160 this year). Once the free concert starts, we take approximate counts of how many people come in and out as
--	--

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the event progresses. If we are able to make this a ticketed event in the future, we will have a much better idea.

Estimate number of nights spent in Fernley because of this project/event:	10
Explain how overnight stays will be measured:	They are estimated through mainly vendor stays and discussions with visitors at our event.
If applicable, number of previous visitors/participants for same or similar project/events:	1000
What percentage are local?	95
What percentage are In State?	95
What percentage are Out of State?	5
Describe method(s) used to measure previous attendance:	Same methodology.
Project increase of number of visitors (if any) to Fernley because of project/event in comparison with previous years:	+100
Estimate and describe the overall economic impact to Fernley because of this project/event:	Giving our residents something to do and get out of the house has a significant impact on local business. Additionally, we had a strong contingent of people from Reno in attendance for our event last year. For example, we ran an afterparty at McHoppers last year after our event for two hours, and it was packed during hours they typically aren't even open. Our crowd also supported several vendors at the concert itself and purchased gas and other items during their visit to Fernley
Does the actual project/event create	Yes

media exposure for  
Fernley?

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If yes, what percentage are local?	75
---------------------------------------	----

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If yes, what percentage are In State?	80
--	----

---

If yes, what percentage are Out of State?	20
--	----

---

Estimated number of people that will be exposed to the promotion of this project/event:	20,000
---	--------

---

What percentage are local?	75
-------------------------------	----

---

What percentage are In State?	80
----------------------------------	----

---

What percentage are Out of State?	20
--------------------------------------	----

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Describe the type of anticipated media exposure:	Through our combination of advertising through social media, radio, and online newspaper, we reach a wide ranging audience both in Fernley and throughout the surrounding areas, many of whom share our advertisement on social media.
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(Section Break)

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### **Project/Event Summary**

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Describe how the project/event improves tourism/local economy by both people living in Fernley and people traveling to Fernley:	We believe this event helps give Fernley an identity of live music, culture, and community that does improve our City's reputation.
--	---

---

Explain how receiving grant funding will	FCTA Grant funds are critical to properly advertise for the event and help cover some costs for the free public concert.
---	---

---

impact the project / event:

Without the FCTA's help, we would probably just focus our efforts on our fundraising dinner and golf tournament, where we are actually able to generate revenue for the CRRC project.

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(Section Break)

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## Justification

The Fernley Convention and Tourism Authority Board on average receives requests for twice the amount of the grant funding available. Explain why your project/event should be selected to receive grant funding.

Through our volunteer efforts, we feel that we have made FernStock into a signature event in Fernley which gets our community excited and is well organized. Right now, we are building the base for something that could be a huge fundraiser once the outside area of the CRRC is constructed.

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(Section Break)

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Attestation & Grant Agreement Award Terms

### **I HEREBY AGREE THAT:**

**1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."**

**2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.**

**3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & Tourism Authority and must be used for no other purpose.**

**4. The two grant cycles periods are January 1st through June 30th, and July 1st through December 31st. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January through June funds must be requested by July 31st. July through December funds must be requested by January 31st. If funds are not requested, they will be forfeited and the Board may reallocate them to**

another grantee through the grant application and award process in the next grant cycle.

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7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.

8. Grantee must notify the Board in writing of the completion of the grant project.

9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.

10. The following are not fundable expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.

11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes, or ordinances.

12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

**IN HEREBY DECLARE THAT THE INFORMATION PROVIDED IS ACCURATE TO THE BEST OF MY KNOWLEDGE AND AGREE TO THE TERMS ABOVE:**

---

First and Last Name      Cody Wagner

---

Date                              05/31/2024

---

Email not displaying correctly? [View it in your browser.](#)

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JAN 08 2020

FERNLEY COMMUNITY FOUNDATION  
C/O CODY WAGNER  
1245 FARM LANE  
FERNLEY, NV 89408

Employer Identification Number:  
82-3324754  
DLN:  
29053331330029  
Contact Person:  
CUSTOMER SERVICE ID# 31954  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
June 30  
Public Charity Status:  
509(a)(2)  
Form 990/990-EZ/990-N Required:  
Yes  
Effective Date of Exemption:  
August 23, 2017  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.


For important information about your responsibilities as a tax-exempt organization, go to [www.irs.gov/charities](http://www.irs.gov/charities). Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Letter 947

FERNLEY COMMUNITY FOUNDATION

We sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,

A handwritten signature in cursive script, appearing to read "Stephen A. Martin".

Director, Exempt Organizations  
Rulings and Agreements

## April Homme

---

**From:** noreply@civicplus.com  
**Sent:** Friday, May 31, 2024 9:59 AM  
**To:** April Homme  
**Subject:** Online Form Submittal: Fiscal Year 2024/25 FCTA Grant or Matching Grant Funds Application (July 01, 2024 to December 31, 2024)

**Follow Up Flag:** Flag for follow up  
**Flag Status:** Flagged

### Fiscal Year 2024/25 FCTA Grant or Matching Grant Funds Application (July 01, 2024 to December 31, 2024)

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Date	6/7/2024
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---

#### Applicant Information

---

Applicant First Name	Fernley
Applicant Last Name	Chamber of Commerce
Applicant Email	shannon@electricsunnv.com
Applicant Phone Number	7752404785
Applicant Address	70 N W Street
City	FERNLEY
State	NV
Zip	89408

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(Section Break)

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Coordinator First & Last Name	Ceresola
Coordinator Title	Vice President
Coordinator Phone Number	7752404785

---

Coordinator Email shannon@electricsunnv.com

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(Section Break)

---

### Organization / Company Information

---

Name Fernley Chamber of Commerce

---

Year Started 1964

---

Mailing Address 70

---

City FERNLEY

---

State NV

---

Zip 89408

---

Tax ID 88-0173860

---

Organization Status Non-Profit

---

Attach copy of 501(c) or Federal Non-Profit Certificate. [Fernley Chamber 501C Form.pdf](#)

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(Section Break)

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### Project / Event Information

---

Project / Event Name Fernley Chamber - Celebrating Fernley

---

Project / Event Location To be determined - events are hosted throughout Fernley local businesses

---

City Fernley

---

State NV

---

Zip 89408

---

Date of Event 11-22-24

---

Date Work will Begin 07-01-24

---

Date Work Will Conclude 12-30-24

---

Provide an overview of the project / event including purpose, objectives, short and long term goals

The Chamber holds multiple events throughout this grant cycle. This season, we will develop and print a new business directory, which will be distributed to all new homeowners in Fernley, provided at no cost to our members, and distributed to visitors at our Chamber office. The Chamber is teaming with the Fernley High School to design the directory and will have it printed locally. The Chamber will host the third annual "Hands for Holidays" poker tournament that supports our local Lyon County Shop with a Sheriff and Christmas for Kids Fernley programs. The tourism funding will also be utilized to support the Chamber's radio advertising on our local radio Community Minutes segment, which provides up-to-date information on community events, school functions, small business spotlights for Chamber members, continuing new and current business expos, and various business training for our community. The funds also allow us to increase our website development by including a community calendar, which provides a common location for information for local schools, government, non-profit events, and business activities that are available throughout our community.

---

Has this project / event been previously held before?

No

---

Has this project / event been previously funded by the Fernley Convention & Tourism Authority Board?

No

---

Please list the date of prior reward

12-11-2023

---

Please list prior award amount

\$4500

---

How many vendors attended to previous event

35

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(Section Break)

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**Total Project / Event Budget**

---

Total Budget Amount            \$14,500

---

Expenses: Itemize all expenses including items on which grant monies will be expended.

Internet website maintenance and expansion - \$1000  
 Printing of annual Business Directory - \$10,500 - 2500 colored printed copies of a 15-page directory  
 High School donation for setting up the design of the directory: \$500  
 Advertising - radio, tv, and print ads, - \$1500  
 Advertising swag for conferences, new homeowner Welcome bags, training events with local schools, and business expos - \$1000

---

Total Expenses                    \$14,500

---

Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.

Poker tournament \$10,000 - received in sponsorship and ticket sales - donated \$2500 to Shop with a Sherriff and \$2500 to Christmas for Kids Fernley

Chamber Directory - \$12,000 ad revenue from business advertising in the directory (\$500 paid to High School for design and \$10,500 for printing of copies)

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(Section Break)

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**Grant Request**

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Amount Requesting                \$3,500

---

Matching funds is required For-Profit Organizations.                \$3,500

---

Will you accept less than requested?                    Yes

---

Explain how receiving grant funding will impact the project / event

The funds allow the Chamber to continue and expand various events while always promoting exceptional businesses and community opportunities within our City. A full-time Chamber office allows tourists traveling through our City to access information on our local businesses and events. The Chamber

---

organization works with and supports other local non-profit organizations to develop new and grow existing programs and events, which generate tax dollars and exposure for our City.

---

Fernley Convention and Tourism Authority Board on average receives request for twice the amount of the grant funding available. Explain why your project / event should be selected to receive grant funding.

We are a long-standing organization that is volunteer-driven. We work diligently to utilize the funds provided by the grant to expand tourism and economic growth, develop community events, and utilize local businesses to achieve these goals.

---

Are you requesting project / event FCTA Sponsorship for expenses other than advertising?

Yes

---

If you are requesting project / event FCTA sponsorship (expenses other than advertising), explain in detail how grant funds will be utilized in accordance with the FTCA grant guidelines in section 6 & 7.

A nominal amount will be utilized to maintain and expand internet and website expenses.

---

Will requested funds be used for advertising?

Yes

---

If yes, please designate what you will be advertising

Resources in Fernley, Accommodations in Fernley, Special Event(s) in Fernley

---

If other, please specify

*Field not completed.*

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(Section Break)

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## **Grant Request - Advertising Categories**

---

Please check all that apply:	Banner(s), Brochure
Amount(s)	\$1,000
Total Amount Budgeted:	\$1,000
Please check all that apply:	Design, Production & Development Fees
Amount(s)	\$11,000
Total Amount Budgeted:	\$11,000
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	Magazine, Radio
Amount(s):	\$1,500
Total Amount Budgeted:	\$1,500
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	Website Hosting Fees
Amount(s):	\$200
Total Amount Budgeted:	\$200
Please select all that apply:	Website Redesign, Website Maintenance
Amount(s):	\$800
Total Amount Budgeted:	\$800

If you selected other in the categories listed above, please explain in detail. below.

*Field not completed.*

Explain in detail how grant funds will be utilized ( in accordance with FCTA grant guidelines, use additional sheets as needed):

*Field not completed.*

(Section Break)

### **Economic Impact**

*Local is defined as being within 60-mile radius of Fernley*

Estimated number of visitors: 100

What percentage are local? 85

What percentage are In State? 100

What percentage are Out of State? 0

Estimated number of participants: 300

What percentage are local? 85

What percentage are In State? 100

What percentage are Out of State? 0

Explain in detail how attendance / We require information on the ticket purchases and ad/sponsorship forms. We conduct online and paper surveys after our events.

participation will be measured:	
Estimate number of nights spent in Fernley because of this project/event:	3
Explain how overnight stays will be measured:	Online and paper surveys will be taken, as well as information requests to the hotels in town.
If applicable, number of previous visitors/participants for same or similar project/events:	100
What percentage are local?	85
What percentage are In State?	100
What percentage are Out of State?	0
Describe method(s) used to measure previous attendance:	We capture this information from ticket sales, sponsorship sales, and online and paper surveys post-event.
Project increase of number of visitors (if any) to Fernley because of project/event in comparison with previous years:	20
Estimate and describe the overall economic impact to Fernley because of this project/event:	Our social and business development events have increased in attendance every year. We are now partnering with the Governor's office and Nevada Small Business Development offices to foster new events and grow our current business development programs.
Does the actual project/event create media exposure for Fernley?	Yes

If yes, what percentage are local?	<i>Field not completed.</i>
If yes, what percentage are In State?	100
If yes, what percentage are Out of State?	03
Estimated number of people that will be exposed to the promotion of this project/event:	100,000 depending on the size of the media format we utilize.
What percentage are local?	85
What percentage are In State?	15
What percentage are Out of State?	0
Describe the type of anticipated media exposure:	We run ads for our events on local radio and TV stations.

(Section Break)

## **Project/Event Summary**

Describe how the project/event improves tourism/local economy by both people living in Fernley and people traveling to Fernley:	Our events promote the local businesses available to our community as well as sponsor or support local charities and other non-profit organizations within our community. The information we provide to tourists and new or potential residents through our Chamber Directory and office is essential to promoting our community. The events allow business owners and community members to network and share concerns, ideas, and potential opportunities for city growth.
Explain how receiving grant funding will impact the project / event:	The grant funding allows us to improve and continue our outreach to our community and business development.

## Justification

---

The Fernley Convention and Tourism Authority Board on average receives requests for twice the amount of the grant funding available. Explain why your project/event should be selected to receive grant funding.

The success of our community is driven by our business acumen and symbiotic relationship with government, business, educational, and community leadership. The Chamber is a community-driven organization that promotes tourism, business development, and community involvement.

## Attestation & Grant Agreement Award Terms

### **I HEREBY AGREE THAT:**

- 1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."**
  - 2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.**
  - 3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & Tourism Authority and must be used for no other purpose.**
  - 4. The two grant cycles periods are January 1st through June 30th, and July 1st through December 31st. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January through June funds must be requested by July 31st. July through December funds must be requested by January 31st. If funds are not requested, they will be forfeited and the Board may reallocate them to another grantee through the grant application and award process in the next grant cycle.**
-

5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.

6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.

7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.

8. Grantee must notify the Board in writing of the completion of the grant project.

9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.

10. The following are not fundable expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.

11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes, or ordinances.

12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

**IN HEREBY DECLARE THAT THE INFORMATION PROVIDED IS ACCURATE TO THE BEST OF MY KNOWLEDGE AND AGREE TO THE TERMS ABOVE:**

First and Last Name      Shannon Ceresola

---

Date                              05/31/2024

---

Email not displaying correctly? [View it in your browser.](#)



Department of the Treasury  
Internal Revenue Service

P.O. Box 2508  
Cincinnati OH 45201

In reply refer to: 0248162362  
Nov. 27, 2009 LTR 4168C E0  
88-0173860 000000 00

00014026  
BODC: TE

FERNLEY CHAMBER OF COMMERCE  
70 N WEST ST  
FERNLEY NV 89408-9799



3878

Employer Identification Number: 88-0173860  
Person to Contact: Mr. McQueen  
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Nov. 17, 2009, request for information regarding your tax-exempt status.

Our records indicate that your organization was recognized as exempt under section 501(c)(6) of the Internal Revenue Code in a determination letter issued in January 1982.

Because you are not an organization described in section 170(c) of the Code, donors may not deduct contributions made to you. You should advise your contributors to that effect.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

A handwritten signature in cursive script that reads "Michele M. Sullivan".

Michele M. Sullivan, Oper. Mgr.  
Accounts Management Operations I

## April Homme

---

**From:** noreply@civicplus.com  
**Sent:** Friday, May 31, 2024 7:34 AM  
**To:** April Homme  
**Subject:** Online Form Submittal: Fiscal Year 2024/25 FCTA Grant or Matching Grant Funds Application (July 01, 2024 to December 31, 2024)

**Follow Up Flag:** Flag for follow up  
**Flag Status:** Flagged

### Fiscal Year 2024/25 FCTA Grant or Matching Grant Funds Application (July 01, 2024 to December 31, 2024)

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Date	5/31/2024
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#### Applicant Information

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Applicant First Name	Lowell
Applicant Last Name	Patton
Applicant Email	lowell.patton@yahoo.com
Applicant Phone Number	7756860521
Applicant Address	PO Box 2288
City	Fernley
State	NV
Zip	89408

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(Section Break)

---

Coordinator First & Last Name	Lowell
Coordinator Title	Patton
Coordinator Phone Number	7756860521

---

Coordinator Email            lowell.patton@yahoo.com

---

(Section Break)

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### **Organization / Company Information**

---

Name                                Main Street Fernley

---

Year Started                      2023

---

Mailing Address                 PO Box 2288

---

City                                 Fernley

---

State                                NV

---

Zip                                 89408

---

Tax ID                              92-3491336

---

Organization Status            Non-Profit

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Attach copy of 501(c) or    [2023 SilverflumeDocs.pdf](#)  
Federal Non-Profit  
Certificate.

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(Section Break)

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### **Project / Event Information**

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Project / Event Name            Main Street Winter Tree Wonderland

---

Project / Event Location        Main Street Art Park

---

City                                 Fernley

---

State                                NV

---

Zip                                 89408

---

Date of Event                      12/14/2024

---

Date Work will Begin            12/01/2024

---

Date Work Will Conclude 12/31/2024

---

Provide an overview of the project / event including purpose, objectives, short and long term goals

Main Street Fernley would obtain sponsorships from individuals/businesses for individuals, businesses, and charities to decorate a Winter Tree in the Fernley ACES Christmas Village. This event would serve the purpose of bolstering the decorations within the Christmas Village, but also to provide a competition amongst the decorated Winter Trees. A single evening would be held to award the winners and to draw people to the Main Street Art Park for the focused event. Vendors as well as non-profit organizations would be encouraged to set up for both sales and education.

Short Term Objectives: Raise funds to set a brass plaque at the Fernley Depot.

Long Term Objectives: Help develop interest in the ACES Christmas Village outside of the community by focusing on a single event to draw visitors, but to also provide an ongoing draw to the Christmas Village by increasing the number of items of interest within the Christmas Village.

---

Has this project / event been previously held before? No

---

Has this project / event been previously funded by the Fernley Convention & Tourism Authority Board? No

---

Please list the date of prior reward N/A

---

Please list prior award amount 0.00

---

How many vendors attended to previous event 0.00

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(Section Break)

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**Total Project / Event Budget**

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Total Budget Amount	\$7,500.00
Expenses: Itemize all expenses including items on which grant monies will be expended.	Expenses: - Christmas Trees & Stands: \$4,000.00 - Brass Plaque: \$1,000.00 - Contest Awards: \$500.00 - Media Advertisement (Grant Eligible): \$500.00 - Printed Flyers (Grant Eligible): \$1000.00 - Website Items (Grant Eligible): \$500.00
Total Expenses	\$7,500.00
Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	Revenue: + Tree Sponsorship: \$4,500.00 + Vendor Fees: \$1,000.00 + FCTA Grant Monies: \$2,000.00
(Section Break)	

**Grant Request**

Amount Requesting	\$2,000
Matching funds is required For-Profit Organizations.	0.00
Will you accept less than requested?	Yes
Explain how receiving grant funding will impact the project / event	The intent of the use of FCTA funding would be for advertising the event outside of Fernley. This is in an effort to introduce individuals that are outside of Fernley to the event and to promote local tourism services (hotels, restaurants, etc.).
Fernley Convention and Tourism Authority Board on average receives request for twice the amount of the grant	The Main Street Winter Tree Wonderland is a NEW event that expands the use of EXISTING City of Fernley Facilities. We believe that this is what separates this event from others, while meeting the spirit of the use of FCTA funds by increasing visitors to Fernley.

funding available.  
Explain why your project / event should be selected to receive grant funding.

---

Are you requesting project / event FCTA Sponsorship for expenses other than advertising?	No
--	----

---

If you are requesting project / event FCTA sponsorship (expenses other than advertising), explain in detail how grant funds will be utilized in accordance with the FTCA grant guidelines in section 6 & 7.	N/A
---	-----

---

Will requested funds be used for advertising?	Yes
---	-----

---

If yes, please designate what you will be advertising	Resources in Fernley, Accommodations in Fernley, Special Event(s) in Fernley
---	--

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If other, please specify	<i>Field not completed.</i>
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(Section Break)

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### Grant Request - Advertising Categories

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Please check all that apply:	Brochure
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Amount(s)	\$1,000.00
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Total Amount Budgeted:	\$1,000.00
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Please check all that apply:	<i>Field not completed.</i>
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Amount(s)	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	Radio, Television
Amount(s):	\$500.00
Total Amount Budgeted:	\$500.00
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	Website Development
Amount(s):	\$500.00
Total Amount Budgeted:	\$500.00
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
If you selected other in the categories listed above, please explain in detail. below.	<i>Field not completed.</i>
Explain in detail how grant funds will be utilized ( in accordance with FCTA grant guidelines, use	<i>Field not completed.</i>

additional sheets as needed):

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(Section Break)

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## **Economic Impact**

*Local is defined as being within 60-mile radius of Fernley*

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Estimated number of visitors:	1000
-------------------------------	------

---

What percentage are local?	60
----------------------------	----

---

What percentage are In State?	90
-------------------------------	----

---

What percentage are Out of State?	10
-----------------------------------	----

---

Estimated number of participants:	300
-----------------------------------	-----

---

What percentage are local?	70
----------------------------	----

---

What percentage are In State?	95
-------------------------------	----

---

What percentage are Out of State?	5
-----------------------------------	---

---

Explain in detail how attendance / participation will be measured:	Addresses will be required on voting ballots/surveys throughout the voting period. This will make tracking VISITORS relatively easy. Participants at the single event will be harder to track but an effort will be made to offer room blocks/codes that will help in tracking room-nights.
--	---

---

Estimate number of nights spent in Fernley because of this project/event:	90
---	----

---

Explain how overnight stays will be measured:	An effort will be made to measure these stays with room blocks/codes to help reporting from lodging establishments.
---	---

---

If applicable, number of previous visitors/participants for same or similar project/events:	N/A
What percentage are local?	N/A
What percentage are In State?	N/A
What percentage are Out of State?	N/A
Describe method(s) used to measure previous attendance:	N/A
Project increase of number of visitors (if any) to Fernley because of project/event in comparison with previous years:	N/A
Estimate and describe the overall economic impact to Fernley because of this project/event:	We expect a two-fold impact to Fernley because of Main Street Winter Tree Wonderland. First, there is anticipated to be a direct impact to businesses on Main Street, including exposure of the Main Street Fernley program itself. Second, overall tourism in Fernley will benefit from the longer period of voting and attraction to the Main Street Art Park, but more specifically to the single event that will be held. This event will draw individuals to an evening celebration that will result in lodging, concessions, and restaurant revenue to the FCTA.
Does the actual project/event create media exposure for Fernley?	Yes
If yes, what percentage are local?	30
If yes, what percentage are In State?	100

If yes, what percentage are Out of State?	0
Estimated number of people that will be exposed to the promotion of this project/event:	25,000
What percentage are local?	30
What percentage are In State?	100
What percentage are Out of State?	0
Describe the type of anticipated media exposure:	Our Main Street Fernley members will be promoting the awards celebration on Reno television stations through our contacts in the media.

(Section Break)

### **Project/Event Summary**

Describe how the project/event improves tourism/local economy by both people living in Fernley and people traveling to Fernley:	The longer period of voting will draw both locals and travelers to our downtown corridor due to the location of the Winter Tree Wonderland. The award celebration will draw locals and travelers to the same location, but will occur at a time when food and lodging are more likely to be utilized.
Explain how receiving grant funding will impact the project / event:	We anticipate that this event will be held regardless of receipt of FCTA grant funding. However, the event will be able to receive wider exposure if the advertising portion is funded by a FCTA grant.

(Section Break)

### **Justification**

The Fernley Convention and Tourism Authority Board on average receives requests for twice the amount of the grant funding available. Explain why your project/event should be selected to receive grant funding.

The Main Street Winter Tree Wonderland is a NEW event that expands the use of EXISTING City of Fernley Facilities. We believe that this is what separates this event from others, while meeting the spirit of the use of FCTA funds by increasing visitors to Fernley.

---

(Section Break)

---

#### Attestation & Grant Agreement Award Terms

#### **I HEREBY AGREE THAT:**

- 1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."**
  
- 2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.**
  
- 3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & Tourism Authority and must be used for no other purpose.**
  
- 4. The two grant cycles periods are January 1st through June 30th, and July 1st through December 31st. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January through June funds must be requested by July 31st. July through December funds must be requested by January 31st. If funds are not requested, they will be forfeited and the Board may reallocate them to another grantee through the grant application and award process in the next grant cycle.**
  
- 5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.**

6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.

7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.

8. Grantee must notify the Board in writing of the completion of the grant project.

9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.

10. The following are not fundable expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.

11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes, or ordinances.

12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

**IN HEREBY DECLARE THAT THE INFORMATION PROVIDED IS ACCURATE TO THE BEST OF MY KNOWLEDGE AND AGREE TO THE TERMS ABOVE:**

---

First and Last Name                  Lowell Patton

---

Date    05/31/2024

---

Email not displaying correctly? [View it in your browser.](#)

STATE OF NEVADA

**FRANCISCO V. AGUILAR**  
Secretary of State



Commercial Recordings & Notary Division  
401 N. Carson Street  
Carson City, NV 89701  
Telephone (775) 684-5708  
Fax (775) 684-7138  
North Las Vegas City Hall  
2250 Las Vegas Blvd North, Suite 400  
North Las Vegas, NV 89030  
Telephone (702) 486-2880  
Fax (702) 486-2888

**DEPUTY BAKKEDAHL**  
Deputy Secretary for  
Commercial Recordings

OFFICE OF THE  
SECRETARY OF STATE

Lowell Patton  
315 East Main Street Suite 2288  
Fernley, NV 89408, USA

**Work Order #:** W2024052001488  
May 20, 2024  
Receipt Version: 1

**Special Handling Instructions:**

**Submitter ID:** 693319

**Charges**

Description	Fee Description	Filing Number	Filing Date/Time	Filing Status	Qty	Price	Amount
Annual List 4/2024	Fees	20244071146	5/20/2024 2:18:06 PM	Approved	1	\$50.00	\$50.00
Annual List 4/2024	Annual List Late Fee	20244071146	5/20/2024 2:18:06 PM	Approved	1	\$50.00	\$50.00
Total							\$100.00

**Payments**

Type	Description	Payment Status	Amount
Credit Card	7162398742056156303061	Success	\$100.00
Credit Card	Service Fee	Success	\$2.50
Total			\$102.50

**Credit Balance:** \$0.00

Lowell Patton  
315 East Main Street Suite 2288  
Fernley, NV 89408, USA

**FRANCISCO V. AGUILAR**  
Secretary of State

**STATE OF NEVADA**



**OFFICE OF THE  
SECRETARY OF STATE**

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401 N. Carson Street  
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North Las Vegas, NV 89030  
Telephone (702) 486-2880  
Fax (702) 486-2888*

**DEPUTY BAKKEDAHL**  
Deputy Secretary for  
Commercial Recordings

**Business Entity - Filing Acknowledgement**

05/20/2024

**Work Order Item Number:** W2024052001488 - 3694760  
**Filing Number:** 20244071146  
**Filing Type:** Annual List  
**Filing Date/Time:** 05/20/2024 14:18:06 PM  
**Filing Page(s):** 2

**Indexed Entity Information:**

**Entity ID:** E31229542023-3

**Entity Name:** Fernley Downtown Corridor  
Association

**Entity Status:** Active

**Expiration Date:** None

Represented Entity

315 East Main Street Suite 2522, Fernley, NV 89408, USA

The attached document(s) were filed with the Nevada Secretary of State, Commercial Recording Division. The filing date and time have been affixed to each document, indicating the date and time of filing. A filing number is also affixed and can be used to reference this document in the future.

Respectfully,

A handwritten signature in black ink that reads "FV Aguilar".

FRANCISCO V. AGUILAR  
Secretary of State



**FRANCISCO V. AGUILAR**  
 Secretary of State  
 401 North Carson Street  
 Carson City, Nevada 89701-4201  
 (775) 684-5708  
 Website: [www.nvsos.gov](http://www.nvsos.gov)  
[www.nvsilverflume.gov](http://www.nvsilverflume.gov)

# Annual or Amended List and State Business License Application

**ANNUAL**  **AMENDED** (check one)

**List of Officers, Managers, Members, General Partners, Managing Partners, Trustees or Subscribers:**

**Fernley Downtown Corridor Association**

NAME OF ENTITY

**NV20232762986**

Entity or Nevada Business  
Identification Number (NVID)

**TYPE OR PRINT ONLY - USE DARK INK ONLY - DO NOT HIGHLIGHT**

**IMPORTANT:** Read instructions before completing and returning this form.

Please indicate the entity type (check only one):

- Corporation
  - This corporation is publicly traded, the Central Index Key number is:
- Nonprofit Corporation (see nonprofit sections below)
- Limited-Liability Company
- Limited Partnership
- Limited-Liability Partnership
- Limited-Liability Limited Partnership
- Business Trust
- Corporation Sole

Filed in the Office of  Secretary of State State Of Nevada	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>Business Number</td> <td><b>E31229542023-3</b></td> </tr> <tr> <td>Filing Number</td> <td><b>20244071146</b></td> </tr> <tr> <td>Filed On</td> <td><b>05/20/2024 14:18:06 PM</b></td> </tr> <tr> <td>Number of Pages</td> <td><b>2</b></td> </tr> </table>	Business Number	<b>E31229542023-3</b>	Filing Number	<b>20244071146</b>	Filed On	<b>05/20/2024 14:18:06 PM</b>	Number of Pages	<b>2</b>
Business Number	<b>E31229542023-3</b>								
Filing Number	<b>20244071146</b>								
Filed On	<b>05/20/2024 14:18:06 PM</b>								
Number of Pages	<b>2</b>								

Additional Officers, Managers, Members, General Partners, Managing Partners, Trustees or Subscribers, may be listed on a supplemental page.

**CHECK ONLY IF APPLICABLE**

Pursuant to NRS Chapter 76, this entity is exempt from the business license fee.

- 001 - Governmental Entity
- 006 - NRS 680B.020 Insurance Co, provide license or certificate of authority number

---

**For nonprofit entities formed under NRS chapter 80:** entities without 501(c) nonprofit designation are required to maintain a state business license, the fee is \$200.00. Those claiming an exemption under 501(c) designation must indicate by checking box below.

- Pursuant to NRS Chapter 76, this entity is a 501(c) nonprofit entity and is exempt from the business license fee. Exemption Code 002

---

**For nonprofit entities formed under NRS Chapter 81:** entities which are Unit-owners' association or Religious, Charitable, fraternal or other organization that qualifies as a tax-exempt organization pursuant to 26 U.S.C § 501(c) are excluded from the requirement to obtain a state business license. Please indicate below if this entity falls under one of these categories by marking the appropriate box. If the entity does not fall under either of these categories please submit \$200.00 for the state business license.

- Unit-owners' Association
- Religious, charitable, fraternal or other organization that qualifies as a tax-exempt organization pursuant to 26 U.S.C. §501(c)

---

**For nonprofit entities formed under NRS Chapter 82 and 80: Charitable Solicitation Information - check applicable box**

Does the Organization intend to solicit charitable or tax deductible contributions?

- No - no additional form is required
- Yes - the "Charitable Solicitation Registration Statement" is required.
- The Organization claims exemption pursuant to NRS 82A 210 - the "Exemption From Charitable Solicitation Registration Statement" is required

**\*\*Failure to include the required statement form will result in rejection of the filing and could result in late fees.\*\***



FRANCISCO V. AGUILAR  
 Secretary of State  
 401 North Carson Street  
 Carson City, Nevada 89701-4201  
 (775) 684-5708  
 Website: www.nvsos.gov  
 www.nvsilverflume.gov

# Annual or Amended List and State Business License Application - Continued

**Officers, Managers, Members, General Partners, Managing Partners, Trustees or Subscribers:**

CORPORATION, INDICATE THE <u>President</u> :			
<input type="text" value="Lowell Patton"/>	<input type="text" value="USA"/>		
Name	Country		
<input type="text" value="315 East Main Street Suite 2288"/>	<input type="text" value="Fernley"/>	<input type="text" value="NV"/>	<input type="text" value="89408"/>
Address	City	State	Zip/Postal Code
CORPORATION, INDICATE THE <u>  </u> :			
<input type="text" value="Shannon Ceresola"/>	<input type="text" value="USA"/>		
Name	Country		
<input type="text" value="315 East Main Street Suite 2288"/>	<input type="text" value="Fernley"/>	<input type="text" value="NV"/>	<input type="text" value="89408"/>
Address	City	State	Zip/Postal Code
CORPORATION, INDICATE THE <u>Secretary</u> :			
<input type="text" value="Skye Long"/>	<input type="text" value="USA"/>		
Name	Country		
<input type="text" value="15 Comstock Drive"/>	<input type="text" value="Fernley"/>	<input type="text" value="NV"/>	<input type="text" value="89408"/>
Address	City	State	Zip/Postal Code

None of the officers and directors identified in the list of officers has been identified with the fraudulent intent of concealing the identity of any person or persons exercising the power or authority of an officer or director in furtherance of any unlawful conduct.

I declare, to the best of my knowledge under penalty of perjury, that the information contained herein is correct and acknowledge that pursuant to NRS 239.330, it is a category C felony to knowingly offer any false or forged instrument for filing in the Office of the Secretary of State.

**X** Lowell Patton  
 Signature of Officer, Manager, Managing Member,  
 General Partner, Managing Partner, Trustee,  
 Subscriber, Member, Owner of Business,  
 Partner or Authorized Signer FORM WILL BE RETURNED IF

Title Date

UNSIGNED

## April Homme

---

**From:** noreply@civicplus.com  
**Sent:** Thursday, May 30, 2024 3:55 PM  
**To:** April Homme  
**Subject:** Online Form Submittal: Fiscal Year 2024/25 FCTA Grant or Matching Grant Funds Application (July 01, 2024 to December 31, 2024)

**Follow Up Flag:** Flag for follow up  
**Flag Status:** Flagged

### Fiscal Year 2024/25 FCTA Grant or Matching Grant Funds Application (July 01, 2024 to December 31, 2024)

---

Date	5/30/2024
------	-----------

---

#### Applicant Information

---

Applicant First Name	Brian
Applicant Last Name	Wadsworth
Applicant Email	bwadsworth787@gmail.com
Applicant Phone Number	7753356773
Applicant Address	PO Box 897
City	Wadsworth
State	NV
Zip	89442

---

(Section Break)

---

Coordinator First & Last Name	William Wadsworth
Coordinator Title	Committee Chair
Coordinator Phone Number	7752408128

---

Coordinator Email            bwadsworth787@gmail.com

---

(Section Break)

---

### **Organization / Company Information**

---

Name                                Sacred Visions Pow Wow Committee

---

Year Started                        2008

---

Mailing Address                    PO Box 897

---

City                                 Wadsworth

---

State                                NV

---

Zip                                 89442

---

Tax ID                               271771943

---

Organization Status                Other

---

Attach copy of 501(c) or        *Field not completed.*  
Federal Non-Profit  
Certificate.

---

(Section Break)

---

### **Project / Event Information**

---

Project / Event Name                13th Annual Sacred Visions Pow Wow

---

Project / Event Location            Big Bend Ranch

---

City                                 Wadsworth

---

State                                NV

---

Zip                                 89442

---

Date of Event                        07/12/2024

---

Date Work will Begin                07/01/2024

---

Date Work Will Conclude 07/15/2024

---

Provide an overview of the project / event including purpose, objectives, short and long term goals

The main objective of our Sacred Visions Pow Wow is the keep our Indigenous traditions alive within our communities and share our culture with everyone. We also encourage our children in keeping our traditions alive for generations to come. This event is a drug-free event and promotes and encourages healthy family values and cultural enrichment. This will be the 13th annual event held on the Pyramid Lake Indian Reservation at the Big Bend Ranch from July 12th to 14th, 2024. The event begins with the Sacred Visions Royalty Pageant on July 11th, 2024. The Royalty Pageant encourages youth to practice public speaking and showcasing a talent.

The short-term goal is to keep the Pow Wow funded every year to provide a gathering of our Indigenous people from different Indigenous communities. Last year's flyer is attached, and was distributed via social media, Nevada Indian Territory website, and sent to all Nevada Tribal organizations.

This is a competitive Pow Wow providing monetary awards for first through third places in ten age-based dance categories that normally attracts 200 registered dancers from across the country. Each session starts with the Grand Entry with all dance category participants entering the circular dance arbor, led by the Pyramid Lake Veteran's & Warriors Organization. Friday evening is the first session, two sessions on Saturday, and one final session on Sunday. Each session has a Tiny Tots (<5 years old) dance where all the little dancers are gifted with a prize. The Traditional Paiute Buckskin Women's Special was introduced at this Pow Wow several years ago, and appears now at many other Pow Wows. A Traditional Handgame Tournament is held concurrently on the Pow Wow Grounds at Big Bend Ranch throughout the weekend.

---

Has this project / event been previously held before? Yes

---

Has this project / event been previously funded by the Fernley Convention & Tourism Authority Board? Yes

---

Please list the date of prior reward	2018
Please list prior award amount	6161.20
How many vendors attended to previous event	20

(Section Break)

### Total Project / Event Budget

Total Budget Amount	42950
Expenses: Itemize all expenses including items on which grant monies will be expended.	Paint for Arbor: \$500 Portable Lights Rental: \$1,250 (FCTA Grant) Sani Huts Rental: \$3,350 (FCTA Grant) Sound System Rental: \$600 (FCTA Grant) Flyers: \$100 Master of Ceremonies: \$1,000 Arena Director: \$500 Head Drum: \$3,000 Drum Contest: \$4,500 Dance Categories: \$13,650 Registration Numbers: \$300 Pow Wow Shirts: \$2,500 (FCTA Grant) Royalty Raffle Tickets: \$1,000 (FCTA Grant) Royalty Crowns: \$3,200 Royalty Pageant Event: \$500 Community Feast: \$500 New Advertisement Signs: \$4,000 Advertising: \$2,500 (FCTA Grant)
Total Expenses	42950
Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	Pyramid Lake Paiute Tribe: \$2,500 Individual Donations: \$14,750 Corporate Sponsorships: \$6,000 Vendor Fees: \$4,500 FCTA Grant: \$11,200 Raffle Ticket Revenue: \$5,000

---

## Grant Request

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Amount Requesting	11200
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Matching funds is required For-Profit Organizations.	11200
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---

Will you accept less than requested?	Yes
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---

Explain how receiving grant funding will impact the project / event	
---	--

This will be the 13th Annual Sacred Visions Pow Wow, and the success depends on contributions and assistance from the communities and businesses. Our competitive dancers and visitors come from all over the country to honor our Indigenous culture and heritage. Our celebration is free and open to the public and everyone is welcome.

The FCTA grant will help significantly with the rising costs to host the Pow Wow. Our Committee is comprised of volunteers that devote their days and evenings and weekends to put on this event. The Committee works year round with fundraising to assure competitive dancers that the trip will be worth it. Dancers bring their families and friends along to the event. Preparing for Pow Wow grounds requires a lot of Committee time and effort to clean the grounds of weeds, arrange rental equipment, distributing the event flyers, arranging accommodations, fundraising, and making any necessary repairs to the arbor.

---

Fernley Convention and Tourism Authority Board on average receives request for twice the amount of the grant funding available. Explain why your project / event should be selected to receive grant funding.	
---	--

This will be the 13th Annual Sacred Visions Pow Wow, and has become a standing event that brings hundreds of people to the City of Fernley area. Many of our guests stay at the local hotels in Fernley, eat at the local restaurants, fill up on gas at the local gas stations, and utilize the grocery stores for their shopping needs. Our Committee is a small and dedicated group that consists of elders to youths, that every year, ensures this event is held. Our Committee is committed to providing a quality event to share our culture. The additional resources received from the FCTA grant would allow the Committee to continue hosting this important event for our communities.

---

Are you requesting project / event FCTA	Yes
---	-----

---

Sponsorship for expenses other than advertising?

If you are requesting project / event FCTA sponsorship (expenses other than advertising), explain in detail how grant funds will be utilized in accordance with the FTCA grant guidelines in section 6 & 7.

FCTA Grant of \$10,200 to be expensed as follows:  
1. Equipment Rental: \$1,250 Portable Lights Rental; Sani-Hut Rentals, \$3,350; and Sound System Rental, \$600  
2. Sacred Vision Pow Wow T-shirts: \$2,500  
3. Royalty Raffle Tickets: \$1,000  
4. Advertisement: \$2,500

Will requested funds be used for advertising? Yes

If yes, please designate what you will be advertising Accommodations in Fernley, Other

If other, please specify Special Event in Wadsworth

(Section Break)

### Grant Request - Advertising Categories

Please check all that apply: *Field not completed.*

Amount(s) *Field not completed.*

Total Amount Budgeted: *Field not completed.*

Please check all that apply: *Field not completed.*

Amount(s) *Field not completed.*

Total Amount Budgeted: *Field not completed.*

Please select all that apply: *Field not completed.*

Amount(s): *Field not completed.*

Total Amount Budgeted: *Field not completed.*

---

Please select all that apply: Radio

---

Amount(s): 2500

---

Total Amount Budgeted: 2500

---

Please select all that apply: *Field not completed.*

---

Amount(s): *Field not completed.*

---

Total Amount Budgeted: *Field not completed.*

---

Please select all that apply: *Field not completed.*

---

Amount(s): *Field not completed.*

---

Total Amount Budgeted: *Field not completed.*

---

Please select all that apply: *Field not completed.*

---

Amount(s): *Field not completed.*

---

Total Amount Budgeted: *Field not completed.*

---

If you selected other in the categories listed above, please explain in detail. below.

---

Explain in detail how grant funds will be utilized ( in accordance with FCTA grant guidelines, use additional sheets as needed): Grant funds will be utilized to advertise on a Fernley radio stations and other radio stations in the Reno/Sparks area.

---

(Section Break)

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## **Economic Impact**

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*Local is defined as being within 60-mile radius of Fernley*

---

Estimated number of visitors:	700
-------------------------------	-----

---

What percentage are local?	50
----------------------------	----

---

What percentage are In State?	30
-------------------------------	----

---

What percentage are Out of State?	20
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---

Estimated number of participants:	200
-----------------------------------	-----

---

What percentage are local?	50
----------------------------	----

---

What percentage are In State?	30
-------------------------------	----

---

What percentage are Out of State?	20
-----------------------------------	----

---

Explain in detail how attendance / participation will be measured:	Participation is measured by the registration forms completed for all competitive dancers and completed vendor applications.
--	--

---

Estimate number of nights spent in Fernley because of this project/event:	420
---	-----

---

Explain how overnight stays will be measured:	We will work with our host hotel to calculate the number of rooms registered during our event.
---	--

---

If applicable, number of previous visitors/participants for same or similar project/events:	700
---	-----

---

What percentage are local?	50
----------------------------	----

---

What percentage are In State?	30
What percentage are Out of State?	20
Describe method(s) used to measure previous attendance:	Participation is measured by the registration forms completed for all competitive dancers and completed vendor applications.
Project increase of number of visitors (if any) to Fernley because of project/event in comparison with previous years:	5%. Last year was the first time we've held the event since COVID.
Estimate and describe the overall economic impact to Fernley because of this project/event:	The hundreds of visitors this three-day event require services that are primarily available from the Fernley business community for ice, gasoline, lodging for the night, restaurants, groceries, and other consumer goods. This event brings exposure to the many amenities the City of Fernley has to offer.
Does the actual project/event create media exposure for Fernley?	Yes
If yes, what percentage are local?	50
If yes, what percentage are In State?	30
If yes, what percentage are Out of State?	20
Estimated number of people that will be exposed to the promotion of this project/event:	1000
What percentage are local?	50

What percentage are In State?	30
What percentage are Out of State?	20
Describe the type of anticipated media exposure:	Reno-based TV stations usually report on the event. The event will also be promoted on National Tribal outlets, such as the Nativeamerica.travel website.

(Section Break)

### **Project/Event Summary**

Describe how the project/event improves tourism/local economy by both people living in Fernley and people traveling to Fernley:	The hundreds of visitors this three-day event require services that are primarily available from the Fernley business community for ice, gasoline, lodging for the night, restaurants, groceries, and other consumer goods. This event brings exposure to the many amenities the City of Fernley has to offer.
Explain how receiving grant funding will impact the project / event:	The Sacred Visions Pow Wow is ran by a group of dedicated volunteers, most have full-time jobs. Receiving this funding would greatly impact the project, because it would help alleviate the costs and helping the committee to allocate funding to other costs that are not covered by the FCTA grant.

(Section Break)

### **Justification**

The Fernley Convention and Tourism Authority Board on average receives requests for twice the amount of the grant funding available. Explain why your project/event should be selected to receive grant funding.	This will be the 13th Annual Sacred Visions Pow Wow, and has become a standing event that brings hundreds of people to the City of Fernley area. Many of our guests stay at the local hotels in Fernley, eat at the local restaurants, fill up on gas at the local gas stations, and utilize the grocery stores for their shopping needs. Our Committee is a small and dedicated group that consists of elders to youths, that every year, ensures this event is held. Our Committee is committed to providing a quality event to share our culture. The additional resources received from the FCTA grant would allow the Committee to continue hosting this important event for our communities.
--	--

Attestation & Grant Agreement Award Terms

**I HEREBY AGREE THAT:**

- 1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."**
- 2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.**
- 3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & Tourism Authority and must be used for no other purpose.**
- 4. The two grant cycles periods are January 1st through June 30th, and July 1st through December 31st. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January through June funds must be requested by July 31st. July through December funds must be requested by January 31st. If funds are not requested, they will be forfeited and the Board may reallocate them to another grantee through the grant application and award process in the next grant cycle.**
- 5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.**
- 6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.**
- 7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.**
- 8. Grantee must notify the Board in writing of the completion of the grant project.**

9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.

10. The following are not fundable expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.

11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes, or ordinances.

12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

**IN HEREBY DECLARE THAT THE INFORMATION PROVIDED IS ACCURATE TO THE BEST OF MY KNOWLEDGE AND AGREE TO THE TERMS ABOVE:**

---

First and Last Name            Brian Wadsworth`

---

Date                                    05/30/2024

---

Email not displaying correctly? [View it in your browser.](#)

## April Homme

---

**From:** noreply@civicplus.com  
**Sent:** Thursday, May 30, 2024 12:12 PM  
**To:** April Homme  
**Subject:** Online Form Submittal: Fiscal Year 2024/25 FCTA Grant or Matching Grant Funds Application (July 01, 2024 to December 31, 2024)

**Follow Up Flag:** Flag for follow up  
**Flag Status:** Flagged

### Fiscal Year 2024/25 FCTA Grant or Matching Grant Funds Application (July 01, 2024 to December 31, 2024)

---

Date	5/30/2024
------	-----------

---

#### Applicant Information

---

Applicant First Name	Tim
Applicant Last Name	Stone
Applicant Email	Team232@live.com
Applicant Phone Number	775-431-3410
Applicant Address	1377 Rancho Road
City	Gardnerville
State	NV
Zip	80460

---

(Section Break)

---

Coordinator First & Last Name	Tim
Coordinator Title	President
Coordinator Phone Number	775-431-3410

---

Coordinator Email Team232@live.com

---

(Section Break)

---

### Organization / Company Information

---

Name OTMX Nevada

---

Year Started 1972

---

Mailing Address P.O. Box 11161

---

City Reno

---

State NV

---

Zip 89510

---

Tax ID 26-1743745

---

Organization Status Non-Profit

---

Attach copy of 501(c) or Federal Non-Profit Certificate. [2024 Business Entity Info \(1\).pdf](#)

---

(Section Break)

---

### Project / Event Information

---

Project / Event Name International OTMX Race

---

Project / Event Location 95A Motorsport Complex

---

City Fernley

---

State NV

---

Zip 89408

---

Date of Event 08/30/24

---

Date Work will Begin 08/30/24

---

Date Work Will Conclude 09/01/24

---

Provide an overview of the project / event including purpose, objectives, short and long term goals

We typically host 2-4 motocross events every year in the greater Fernley area. This event brings in approximately 500 riders and over 1,500 people total when you combine the competitors and spectators. The weekend event includes a "Practice Day which is Friday, August 30th and 2 "Race Days" which are Saturday, August 31st and Sunday, September 1st. The event pulls in people from the western states, including Canada, and the Northern Nevada and Northern California areas. OUR OBJECTIVE AS THE HOST OF THIS EVENT, IS TO MAKE SURE ALL OF OUR GUESTS HAVE A WONDERFUL TIME WHILE THEY ARE VISITING IN AND COMPETING IN FERNLEY, NEVADA. ALL OF OUR COMPETITORS AND THEIR FAMILIES THOROUGHLY ENJOY THE CLOSE PROXIMITY OF LODGING, RESTAURANTS, AND SHOPPING OPPORTUNITIES THAT FERNLEY HAS TO OFFER.

---

Has this project / event been previously held before? Yes

---

Has this project / event been previously funded by the Fernley Convention & Tourism Authority Board? Yes

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Please list the date of prior reward 11/16/2023

---

Please list prior award amount \$7,000.00

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How many vendors attended to previous event 5

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(Section Break)

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**Total Project / Event Budget**

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Total Budget Amount \$28,850.00

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Expenses: Itemize all expenses including items on which grant monies will be expended.

Track Rental - \$7500  
 Medics - \$5000  
 Transport Equipment /Side by Side rental - \$2500  
 Toilet Rentals - \$2500  
 Dumpster Rental - \$750  
 Trophies - \$3000  
 Insurance - \$1500  
 Volunteer lunches - \$600  
 Track staff - \$4500  
 Miscellaneous - \$1000

---

Total Expenses \$28,850.00

---

Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.

FCTA Grant - \$10,500  
 Entry fees - \$16,500.00  
 Spectator fees - \$6,000.00

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(Section Break)

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**Grant Request**

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Amount Requesting \$10,500

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Matching funds is required For-Profit Organizations. *Field not completed.*

---

Will you accept less than requested? Yes

---

Explain how receiving grant funding will impact the project / event  
 Receiving FCTA grant funds is critical to us being able to continue bringing events to Fernley every year. We are so thankful for past funds allocated. Without the funds, were not sure we could host events. Some events are money makers which gives us some breathing room and some events are money losers.

---

Fernley Convention and Tourism Authority Board  
 In addition to hosting local events that draws in many participants and spectators from Northern Nevada and

---

on average receives request for twice the amount of the grant funding available. Explain why your project / event should be selected to receive grant funding.

Northern California, we also host an annual "International event that brings in tourists from multiple western states and Canada. We have been doing this for over 30 years.

---

Are you requesting project / event FCTA Sponsorship for expenses other than advertising?

Yes

---

If you are requesting project / event FCTA sponsorship (expenses other than advertising), explain in detail how grant funds will be utilized in accordance with the FTCA grant guidelines in section 6 & 7.

Track Rental, Medics, Toilet Rental, Equipment/Side by Side Rentals, Trophies.

---

Will requested funds be used for advertising?

Yes

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If yes, please designate what you will be advertising

Resources in Fernley, Accommodations in Fernley

---

If other, please specify

*Field not completed.*

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(Section Break)

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### **Grant Request - Advertising Categories**

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Please check all that apply:

*Field not completed.*

---

Amount(s)

*Field not completed.*

---

Total Amount Budgeted:

*Field not completed.*

---

Please check all that apply: *Field not completed.*

---

Amount(s) *Field not completed.*

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Total Amount Budgeted: *Field not completed.*

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Please select all that apply: *Field not completed.*

---

Amount(s): *Field not completed.*

---

Total Amount Budgeted: *Field not completed.*

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Please select all that apply: *Field not completed.*

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Amount(s): *Field not completed.*

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Total Amount Budgeted: *Field not completed.*

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Please select all that apply: *Field not completed.*

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Amount(s): *Field not completed.*

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Total Amount Budgeted: *Field not completed.*

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Please select all that apply: *Field not completed.*

---

Amount(s): *Field not completed.*

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Total Amount Budgeted: *Field not completed.*

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Please select all that apply: *Field not completed.*

---

Amount(s): *Field not completed.*

---

Total Amount Budgeted: *Field not completed.*

---

If you selected other in the categories listed above, please explain in detail. below. *Field not completed.*

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Explain in detail how grant funds will be *Field not completed.*

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utilized ( in accordance with FCTA grant guidelines, use additional sheets as needed):

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(Section Break)

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## **Economic Impact**

*Local is defined as being within 60-mile radius of Fernley*

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Estimated number of visitors:	500
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What percentage are local?	30
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---

What percentage are In State?	50
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What percentage are Out of State?	50
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Estimated number of participants:	200
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What percentage are local?	30
----------------------------	----

---

What percentage are In State?	50
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---

What percentage are Out of State?	50
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Explain in detail how attendance / participation will be measured:	From participant and spectator entries.
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Estimate number of nights spent in Fernley because of this project/event:	3
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Explain how overnight stays will be measured:	From participant and spectator entries.
If applicable, number of previous visitors/participants for same or similar project/events:	150
What percentage are local?	30
What percentage are In State?	50
What percentage are Out of State?	50
Describe method(s) used to measure previous attendance:	From participant and spectator entries.
Project increase of number of visitors (if any) to Fernley because of project/event in comparison with previous years:	300
Estimate and describe the overall economic impact to Fernley because of this project/event:	All visitors will spend money at hotels, restaurants, gas, etc.
Does the actual project/event create media exposure for Fernley?	Yes
If yes, what percentage are local?	25
If yes, what percentage are In State?	25
If yes, what percentage are Out of State?	50

Estimated number of people that will be exposed to the promotion of this project/event:	100
What percentage are local?	25
What percentage are In State?	50
What percentage are Out of State?	50
Describe the type of anticipated media exposure:	11 Chapters of the OTMX International will have entry forms and news of this motocross Race on their websites. Social Media from multiple motocross organization platforms in Nevada, the western states and Canada such as Facebook and Instagram.

(Section Break)

### **Project/Event Summary**

Describe how the project/event improves tourism/local economy by both people living in Fernley and people traveling to Fernley:	Travelers from all over the western states, including Canada, Northern Nevada and Northern California. While here, they'll enjoy all that Fernley has to offer. The monies spent while in Fernley is significant and our hope is that the monies generated for Fernley businesses help Fernley business owners, employees and residents.
Explain how receiving grant funding will impact the project / event:	The FCTA Grant is critical for Nevada OTMX to put on an event this size. Grant funds help us in a big way to pay expenses.

(Section Break)

### **Justification**

The Fernley Convention and Tourism Authority	Travelers from 5 western states, including Canada will be spending time in hotels, restaurants and Casinos.
--	---

Board on average receives requests for twice the amount of the grant funding available. Explain why your project/event should be selected to receive grant funding.

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(Section Break)

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Attestation & Grant Agreement Award Terms

**I HEREBY AGREE THAT:**

- 1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."**
  
  - 2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.**
  
  - 3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & Tourism Authority and must be used for no other purpose.**
  
  - 4. The two grant cycles periods are January 1st through June 30th, and July 1st through December 31st. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January through June funds must be requested by July 31st. July through December funds must be requested by January 31st. If funds are not requested, they will be forfeited and the Board may reallocate them to another grantee through the grant application and award process in the next grant cycle.**
  
  - 5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.**
-

6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.

7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.

8. Grantee must notify the Board in writing of the completion of the grant project.

9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.

10. The following are not fundable expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.

11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes, or ordinances.

12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

**IN HEREBY DECLARE THAT THE INFORMATION PROVIDED IS ACCURATE TO THE BEST OF MY KNOWLEDGE AND AGREE TO THE TERMS ABOVE:**

---

First and Last Name            Tim Stone

---

Date                                    May 30, 2024

---

Email not displaying correctly? [View it in your browser.](#)

## April Homme

---

**From:** noreply@civicplus.com  
**Sent:** Thursday, May 30, 2024 10:59 AM  
**To:** April Homme  
**Subject:** Online Form Submittal: Fiscal Year 2024/25 FCTA Grant or Matching Grant Funds Application (July 01, 2024 to December 31, 2024)

**Follow Up Flag:** Flag for follow up  
**Flag Status:** Flagged

### Fiscal Year 2024/25 FCTA Grant or Matching Grant Funds Application (July 01, 2024 to December 31, 2024)

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Date	5/21/2024
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#### Applicant Information

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Applicant First Name	Gabe
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Applicant Last Name	Leija
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Applicant Email	theleijas@gmail.com
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Applicant Phone Number	5303215621
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Applicant Address	1380 US HWY 95A N BOX 206
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City	Fernley
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State	NV
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Zip	89408
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(Section Break)

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Coordinator First & Last Name	Gabe Leija
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Coordinator Title	Board Member
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---

Coordinator Phone Number	5303215621
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Coordinator Email            theleijas@gmail.com

---

(Section Break)

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### **Organization / Company Information**

---

Name                                    Fernley Softball Little League

---

Year Started                            2023

---

Mailing Address                        1380 US HWY 95A N BOX 206

---

City                                        Fernley

---

State                                        NV

---

Zip                                         89408

---

Tax ID                                     92-1749502

---

Organization Status                    Non-Profit

---

Attach copy of 501(c) or    [Tax Exempt Letter.png](#)  
Federal Non-Profit  
Certificate.

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(Section Break)

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### **Project / Event Information**

---

Project / Event Name                  Grand Slam Tournament

---

Project / Event Location                Out of Town Park/In Town Park

---

City                                        Fernley

---

State                                        NV

---

Zip                                         89408

---

Date of Event                            8/10-11 9/14-15 10/5-6 10/26-27

---

Date Work will Begin                  July 1, 2024

---

Date Work Will Conclude                      October 27, 2024

---

Provide an overview of the project / event including purpose, objectives, short and long term goals

Fernley Softball Little League is sanctioned under Little League Baseball and we are excited about hosting The Grand Slam Tournament, the events will each be two day events that will bring many softball teams from Nevada, California, Oregon and Utah to compete in this tournament. The events will be August 10-11, 2024 Nevada Blast XT#38 FOREVER, Sept. 14-15, 2024 Short Porch HR EVENT, October 5-6, 2024 Join the FIGHT and October 26-27 Scared Hitless Halloween Event. With these teams come families and also extended family members who come to support the players. With the support of The City of Fernley we hope to bring even more teams to compete in the tournaments in future years as they hear from others how wonderful our town is. This tournament allows our local teams to compete at a higher level and also get our name out there. Every year we hope to bring more teams and tournaments to our town.

---

Has this project / event been previously held before?                      Yes

---

Has this project / event been previously funded by the Fernley Convention & Tourism Authority Board?                      Yes

---

Please list the date of prior reward                      December 2023

---

Please list prior award amount                      4160

---

How many vendors attended to previous event                      0

---

(Section Break)

---

**Total Project / Event Budget**

---

Total Budget Amount                      32,400

---

Expenses: Itemize all expenses including items on which grant monies will be expended.

Tournament Package -2024 Legacy Sports Fast Pitch  
 Advertisement Fee \$3500.00 each tournament Total: \$14000  
 Fernley branded plaques/shirts 2000 each event= \$8000  
 FCTA, if granted

Food 1500.00 per tournament Total: \$6000  
 Equipment & Field Prep (atv, chalk, Field Prep Staff) 950 per event. Total: 3800  
 Printer Equipment 150.00 per tournament Total: 600

---

Total Expenses 32,400

---

Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.

22,000 FCTA grant  
 Expected Revenue from concessions per tournament- \$4000  
 Total: 16,000

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(Section Break)

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**Grant Request**

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Amount Requesting 22,000

---

Matching funds is required For-Profit Organizations. *Field not completed.*

---

Will you accept less than requested? Yes

---

Explain how receiving grant funding will impact the project / event  
 It will help by getting the information of the event out to hundreds of families from out of town. By using Divisional dual advertising we will be on media marketing, multi platform dashboard accessibility and essential travel links. All this is geared towards driving more teams to travel and stay multiple weekends here in Fernley.

---

Fernley Convention and Tourism Authority Board on average receives  
 Last years events sold out the following hotels for Friday and Saturday Nights. Comfort Suites Fernley, Super 8 By Wyndham Fernley, Sure Stay Hotel By Best Western.

---

request for twice the amount of the grant funding available. Explain why your project / event should be selected to receive grant funding.

---

Are you requesting project / event FCTA Sponsorship for expenses other than advertising? No

---

If you are requesting project / event FCTA sponsorship (expenses other than advertising), explain in detail how grant funds will be utilized in accordance with the FTCA grant guidelines in section 6 & 7. *Field not completed.*

---

Will requested funds be used for advertising? Yes

---

If yes, please designate what you will be advertising Accommodations in Fernley, Special Event(s) in Fernley

---

If other, please specify *Field not completed.*

---

(Section Break)

---

### Grant Request - Advertising Categories

---

Please check all that apply: Banner(s)

---

Amount(s) *Field not completed.*

---

Total Amount Budgeted: *Field not completed.*

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Please check all that apply:	Production & Development Fees
Amount(s)	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	Social Media
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	Website Hosting Fees
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
If you selected other in the categories listed above, please explain in detail. below.	Banners, Production & Development Fees, Social Media and Website Hosting Fees are included in the: Tournament Package -2024 Legacy Sports Fast Pitch Advertisement Fee \$3500.00 each tournament Total: \$14000
Explain in detail how grant funds will be	It will help by getting the information of the event out to hundreds of families from out of town. By using Divisional dual advertising we will be on media marketing, multi platform

utilized ( in accordance with FCTA grant guidelines, use additional sheets as needed):

dashboard accessibility and essential travel links. All this is geared towards driving more teams to travel and stay multiple weekends here in Fernley.

---

(Section Break)

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## **Economic Impact**

*Local is defined as being within 60-mile radius of Fernley*

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Estimated number of visitors:	1500
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What percentage are local?	10
----------------------------	----

---

What percentage are In State?	45
-------------------------------	----

---

What percentage are Out of State?	45
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---

Estimated number of participants:	650
-----------------------------------	-----

---

What percentage are local?	10
----------------------------	----

---

What percentage are In State?	45
-------------------------------	----

---

What percentage are Out of State?	45
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---

Explain in detail how attendance / participation will be measured:	Attendance will be measured by team registration through Legacy Sports Fast Pitch. We will also have a survey at the concession stand for visitors to fill out with yes or no boxes to check.
--	---

---

Estimate number of nights spent in Fernley because of this project/event:	3
---	---

---

Explain how overnight stays will be measured:	We are working with the hotels again to have a code for room registration for softball families to keep track of rooms. We will also have a survey at the concession stand for visitors to fill out with yes or no boxes to check.
If applicable, number of previous visitors/participants for same or similar project/events:	1500
What percentage are local?	10
What percentage are In State?	45
What percentage are Out of State?	45
Describe method(s) used to measure previous attendance:	Attendance was measured by team registration through Legacy Sports Fast Pitch. We also had a survey at the concession stand for visitors to fill out with yes or no boxes to check. Coupon codes provided by hotels allowed us to track all rooms.
Project increase of number of visitors (if any) to Fernley because of project/event in comparison with previous years:	500
Estimate and describe the overall economic impact to Fernley because of this project/event:	Per family, we estimate that each will spend \$300-\$500 for the event on local accommodations, food, and entertainment in Fernley. This will have an immediate impact on Fernley's economy and local businesses.
Does the actual project/event create media exposure for Fernley?	Yes
If yes, what percentage are local?	20
If yes, what percentage are In State?	40

If yes, what percentage are Out of State?	40
Estimated number of people that will be exposed to the promotion of this project/event:	2000+
What percentage are local?	20
What percentage are In State?	40
What percentage are Out of State?	40
Describe the type of anticipated media exposure:	Fernley Softball Little League anticipates that the media exposure created by this event will exceed over 2000 people in different states. The wave of anticipation and excitement created by these big tournaments will reach many people and will bring them to our community.

(Section Break)

## Project/Event Summary

Describe how the project/event improves tourism/local economy by both people living in Fernley and people traveling to Fernley:	The Fernley Softball Little League two-day event will provide an instant injection into the local economy. Fernley will host over 1500 people for a weekend that will need lodging, food, and entertainment. Families that come from out of our area typically meet up with others and dine and play after the event. Last year alone of the 3 Host hotels we partnered with, all 3 sold out.
Explain how receiving grant funding will impact the project / event:	It will help by getting the information of the event out to hundreds of families from out of town. By using Divisional dual advertising we will be on media marketing, multi platform dashboard accessibility and essential travel links. All this is geared towards driving more teams to travel and stay multiple weekends here in Fernley.

(Section Break)

## Justification

---

The Fernley Convention and Tourism Authority Board on average receives requests for twice the amount of the grant funding available. Explain why your project/event should be selected to receive grant funding.

Last years events sold out the following hotels for Friday and Saturday Nights. Comfort Suites Fernley, Super 8 By Wyndham Fernley, Sure Stay Hotel By Best Western.

---

(Section Break)

---

Attestation & Grant Agreement Award Terms

### **I HEREBY AGREE THAT:**

**1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."**

**2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.**

**3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & Tourism Authority and must be used for no other purpose.**

**4. The two grant cycles periods are January 1st through June 30th, and July 1st through December 31st. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January through June funds must be requested by July 31st. July through December funds must be requested by January 31st. If funds are not requested, they will be forfeited and the Board may reallocate them to another grantee through the grant application and award process in the next grant cycle.**

**5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices,**

---

**purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.**

**6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.**

**7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.**

**8. Grantee must notify the Board in writing of the completion of the grant project.**

**9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.**

**10. The following are not fundable expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.**

**11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes, or ordinances.**

**12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.**

**IN HEREBY DECLARE THAT THE INFORMATION PROVIDED IS ACCURATE TO THE BEST OF MY KNOWLEDGE AND AGREE TO THE TERMS ABOVE:**

---

First and Last Name	Gabe Leija
Date	5/30/2024

---

Email not displaying correctly? [View it in your browser.](#)



Department of the Treasury  
Internal Revenue Service  
Tax Exempt and Government Entities  
P.O. Box 2508  
Cincinnati, OH 45201

FERNLEY SOFTBALL LITTLE LEAGUE  
C/O DAVE ALEXANDER  
1380 US HWY 95A N BOX 206  
FERNLEY, NV 89408

Date:  
01/30/2023  
Employer ID number:  
92-1749502  
Person to contact:  
Name: Customer Service  
ID number: 31954  
Telephone: 877-829-5500  
Accounting period ending:  
December 31  
Public charity status:  
509(a)(2)  
Form 990 / 990-EZ / 990-N required:  
Yes  
Effective date of exemption:  
January 13, 2023  
Contribution deductibility:  
Yes  
Addendum applies:  
No  
DLN:  
26053425001233

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to [www.irs.gov/charities](http://www.irs.gov/charities). Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Stephen A. Martin  
Director, Exempt Organizations  
Rulings and Agreements

Letter 947 (Rev. 2-2020)  
Catalog Number 35152P